

PHILIP HALLDÉN

Art Director — Brand, Digital & Partnerships

CONTACT

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EXPERTISE

Creative Direction & Concept Development
Brand Identity & Visual Systems
UX/UI & Digital Experience Design
Campaign Ideation & Execution
Cross-functional Collaboration
Design Strategy & Problem Solving

EDUCATION & CERTIFICATION

Art director & Copywriter
Yrgo, Gothenburg | 2019

Body Repair Technician
Viskastrandsgymnasiet, Borås 2007

LANGUAGE

Swedish Native
English Professional (C1)

SUMMARY

Creative/Art Director with experience across global brand and digital initiatives for clients including VISA, Olympics 2020, and NIVEA. Combines strategy and hands-on execution to deliver scalable creative solutions that strengthen brand consistency and improve digital user experience.

CAREER EXPERIENCES

Owner / Creative Director
Allyway | 2021 - Present

- Conduct research on sports organizations, fan behavior, and partnership dynamics
- Develop new frameworks for sustainable sponsorship and partnership models
- Translate insights into brand positioning and creative concepts
- Apply creative direction across brand and digital touchpoints
- Operate across strategy, concept development, and execution to deliver cohesive creative solutions

Creative/Art Director / Internship
Publicis Sapient | 2019

- Contributed to brand and digital transformation initiatives for global clients including VISA, Olympics 2020, Tetra Pak, Philip Morris, Finnair, Hemtex, Libro, and Husqvarna
- Contributed to concept development and visual direction for campaigns and digital experiences across multiple industries
- Designed product and experience visuals aligned with UX and strategic frameworks
- Collaborated with strategy, design, and technology teams in agile environments
- Supported client presentations and internal creative reviews

SKILLS

Creative Direction & Strategy

Brand Positioning
Campaign Development
Concept Development

Design & Execution

UX/UI Design
Visual Identity Systems
Digital Experience Design
Motion Design
Video & Photo Production

Partnership & Commercial

Sponsorship Communication
Brand Partnerships
Audience Engagement

CAREER EXPERIENCES

Tutor/Teacher

KV Konstskola/Göteborgs Universitet | 2020 - 2023

Led portfolio and design thinking sessions preparing students for competitive admissions.

- Guided students in Adobe Creative Suite, photography, and portfolio development
- Mentored students in design thinking and concept development for competitive art school applications
- Supported creation of high-quality portfolios aligned with admission standards of leading Swedish art schools
- Achieved a 95% acceptance rate, with students securing first-choice programs

Automotive Painter/ Body Repair Technician

Finnvedens bil | 2024 - Present

- Carry out automotive paint and body repair work, including preparation, filling, color matching, and finishing
- Work within an authorized workshop servicing brands such as Volvo, Polestar, BMW, Mercedes, and Renault
- Supervise interns and represent the profession in educational and industry settings