



## CARL VON DER LANCKEN

A Swedish creative with a highly conceptual mindset and a passion for technology, trends and culture. His interests and passions are also his tools to create meaningful and impactful communication for brands.

### CONTACT

+1 347 949 0513  
New York  
carl.lancken@gmail.com  
callelancken.com

### EDUCATION

Hyper Island  
Interactive Art Director 2012 - 2013  
Stockholm

Berghs  
Advertising / Art Director 2009 - 2011  
Stockholm

Accademia Italiana  
Graphic Design 2007 - 2008  
Florence

Sälj & Marknadshögskolan  
Sales and Marketing 2006 - 2007  
Stockholm

### EXPERIENCE

#### Freelance ACD/CD - Art

R/GA, Havas, Accenture, McCann, Iris WW, & More | New York | October 2021 – Present

#### Freelance Executive Creative Director (Performance Marketing)

spray.marketing | New York | August 2023 – February 2024

##### CLIENTS

Jayflex, StriVectin, BestSelf, Kaleidoscope,

#### Associate Creative Director - Art

GPJ | New York | October 2018 – October 2021

##### CLIENTS

IBM, Facebook, NI, Volkswagen

#### Freelance Sr. Creative

SapientRazorfish & Elephant | New York | June 2017 – September 2018

##### CLIENTS

Dove, Baby Dove, Hellmann's, Trojan, Nestlé, Comcast, Apple

#### Sr. Creative

Pereira & O'Dell | New York | August 2016 – April 2017

##### CLIENTS

National Geographic, Timberland, Realtor.com, Annie's

#### Creative

Saatchi & Saatchi | New York | May 2015 – August 2016

##### CLIENTS

Pampers, Walmart, Tide, Head & Shoulders, Charter Spectrum, Cheerios

#### Freelance Creative

R/GA & 101 London | London | November 2014 – April 2015

##### CLIENTS

NIKE, St. Ives, Game, National Art fund

#### Creative

GPY&R | Melbourne | April 2014 – November 2014

##### CLIENTS

Schweppes, Heinz, AFL, Melbourne Fashion Festival, Australia Post

#### Creative

Young & Rubicam | New York | April 2013 – April 2014

##### CLIENTS

Land Rover, Virgin Atlantic, New York Organ Donor Network, Fisher Price

#### Jr. Art Director

Stockholm | March 2011 – 2013

##### AGENCIES | CLIENTS

Honesty, Prime, Naked | Pepsi, Scandic Hotels, Norton Antivirus, Audi, Alecta

### AWARDS

FWA - Adobe's Cutting Edge Award  
FWA - Site Of The Day  
FWA - Mobile Site Of The Day  
Awwwards - Site Of The Month  
Clio Awards - Shortlist  
Cannes Lions - Finalist

The One Show - Merit Award  
Webby Awards, Social - Nominee  
Webby Awards, Strategy - Nominee  
FWA - Public Shortlist  
CSS Design Awards - Site Of The Day  
D&AD - New Blood Award