

Johanna Regardh

Senior Designer/
Visual Artist/
Passionate Individual

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Designer and multidisciplinary visual artist with 7+ years of experience across brand, digital design, and visual storytelling. Currently working as an independent contractor, including previous long-term design partnership with SaaS companies and various agencies, alongside an independent artistic practice spanning photography, film, independent publishing, and writing.

Particularly interested in projects at the intersection of art, culture, identity, and environmental themes. Brings this perspective to work across SaaS, digital products, and technology-led teams, and is comfortable working autonomously on retainer-based collaborations and within cross-functional environments.

Professional Experience

Independent Designer & Visual Artist (Freelance)

2019–present

Independent design practice working across brand, digital, and visual storytelling for clients in SaaS, culture, and creative industries. Projects range from long-term retainers to short-term collaborations.

- Brand identity, visual systems & graphic design
- UX/UI design & web design
- Webflow builds and implementation
- Illustration and artwork creation
- Marketing, content, and campaign assets

Senior Designer, Opensend

2023–2025, Contract/retainer

- Sole designer working closely with leadership, marketing, and product teams
- Led brand and visual direction across digital channels, including complete website redesign
- Designing marketing assets, campaigns, sales decks, and internal materials
- Collaborating with product and development teams in agile environments
- Worked autonomously on a long-term retainer basis

Landing Page Designer, Pearmill Agency

2022–2024, Contract/retainer

Growth marketing agency specialising in conversion optimization.

- Audited and redesigned high-performing landing pages to improve conversion rates
- Developed CRO-focused proposals informed by data, user behaviour, and testing insights
- Designed landing pages for A/B testing and experimentation
- Built and implemented pages in Webflow

Brand Strategy Designer, Dtail Studio

2022–2023, Contract/retainer

Design agency specialising in product & brand design for small to medium start-ups and scale-ups

- Brand Strategy - taking clients through extensive brand audits to pinpoint their needs and opportunities
- Brand Design - creation of branding assets such as brand guidelines, deck templates, presentations, and other
- Graphic design

Senior Graphic Designer, Herb

2020–2022, Contract

Co-founder & Co-creator, Mindful Affirmations

2019–2024, Personal project

Co-founded the iOS app Mindful Affirmations (launched 2019), a mindfulness app promoting positivity through affirmations. The project eventually expanded to About Mindful, a content platform focused on mindfulness, movement, and wellness.

Production Coordinator, Thought Clothing

2016–2018, London

Design Assistant, Être Cécile

2015–2016, London

Creative Assistant, Vernez

2014–2015, London

Skills & Languages

Professional Skills

Visual communication & publication design
Art-direction and conceptual development
Project coordination & collaboration
Exhibition and cultural project support

Languages

English - Native/fluent
Swedish - Native
Spanish - Conversational
Portuguese - Beginner

Education & Artistic Training

BA (Hons) Fashion Design & Technology

2011–2014

Arts University Bournemouth, UK
First Class Honours

Process & Production (Photography)

2024–2025

Atelier Lisboa, Lisbon
Led by Martim Ramos

Creation of Photobook

2025–2026 (ongoing)

Atelier Lisboa, Lisbon

Selected Interests

Contemporary photography · Artist-led publishing ·
Sustainability in art research · Marine-based visual
research · Curatorial practices · Cultural communities
and ecosystems

Artistic Practice & Exhibitions

Selected Group Exhibitions

2025 — **Halfway Home**, Atelier Lisboa, Lisbon

2025 — **Ocean Art**, Portuguese Surf Film Festival,
Portugal

2025 — **Menu x Nata**, Nata Wine Bar, Lisbon

2021 — **PAAM Gallery** (PAAM x International Women's
Day), Barcelona, Spain

Artist Residencies

2025 — **Prisma LX**, Lisbon, Portugal

Cultural & Community Initiatives

Co-Founder & Organizer — Life Drawing Sessions

2024–present, Ericeira/Lisbon

- Co-founded community and coordinate recurring life drawing events
- Responsible for programming, logistics, communication, and community engagement
- Developed a sustainable creative space for local artists and practitioners

