

JESPER HOLMSTRÖM



Strategic and creatively driven designer with solid experience and successful results.

With extensive expertise in leadership, design, technology, strategy, project management & business development, I am driven by creating, supporting and challenging organizations and teams through design processes and decisions with creativity as the engine. A communicative hands-on designer who takes brand strategy and design through timeefficient processes and accuracy. Used to collaborating with both internal and external customers both in the Nordics and internationally.

CONTACT



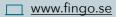
jesper.holmstrom@gmail.com



+46 (0)70 650 16 16



www.linkedin.com/in/jesper-holmström



CHARACTERISTICS

- · Reliable and solution-oriented
- · Highly driven & creative
- · Outgoing and social
- Responsive and committed
- Loves challenges & technology

EDUCATION

Al for Designers

Berghs SOC

UX & Användarcentrerad design IT-Högskolan

Al Expert Business Level 1, 2 & 3 Glide University

Planning Executive Berghs SOC

Design Management Berghs SOC

Project Management Kometprojektet

Art Direction Pre Berghs SOC

Graphic School Grafiska skolan Kista

KEY COMPETENCE

Design & Strategy

Award-winning designer with great analytical, technical and strategic ability both overall and practical

Creativity & Brand Development

Creates innovative brand experiences and designs from idea to reality

Project Management & Business Development

Lead projects and deals with precision and deliver solutions that create impact, value and new business areas

Deep technical knowledge

Creatively develops technological solutions and systems with new tech.

EXPERIENCE

Head of Concept, Art & Creative Director

BrandFactory AB, Stockholm 2016 - now

- Built and led a new department with five employees, responsible for daily operations, delivery reliability, customer relations and financial management including budget and reporting.
- Creatively responsible for BrandFactory's customer deliveries and marketing manager in the Nordics. Design of brand and graphic profile.
- Creation of advanced concepts, brands and brand experiences in physical and digital environments for our customers e.g. retail, restaurants, offices and showrooms.
- Designed several large projects such as Melodifestivalen, design of the award-winning HQ for King in Stockholm and Bravida HK.
- Lecturer on digital communication in physical locations.
- Developed new digital solutions and established a successful business model that opened doors to new markets and customers

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iesper.holmstrom@gmail.com



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<u>www.fingo.se</u>

CERTIFICAT

Certified Glide Expert 2025 UX & Användarcentrerad design

IT-KNOWLEDGE

Adobe Creative Suite Premiere & After Effects Cinema 4D (3D)

Figma

Microsoft Office Intuiface (HTML5 Programmering) Glide (Apputveckling) **API**

Wordpress & Webflow CMS Airtable (Databaser) **MacOS**

Windows

LANGUAGE

Svenska (Native) Engelska (Fluent)

Head of Agency, Art & Creative Director

Ineko AB, Stockholm 2008 - 2016

- Creatively responsible for all Ineko's deliveries and personnel responsibility for 30+ people. Member of the Management Group. Financial reporting/budget/control.
- Awarded as Art Director, the Swedish Design Prize 2 times and the Swedish Publishing Prize 5 times for, among other things, a book about the Swedish Church in Paris, and various annual reports for Intellecta.
- Design and campaigns for Coca Cola, Eurovision, H&M, Universal, Warner, Live Nation, Atrium Ljungberg, Candy King, Akzo Nobel, Sony and others.

Art & Creative Director

Fungera Kommunikation AB, Stockholm 2003 - 2008

- Team leader for 6 people and creatively responsible for all Fungera Kommunikations work. Developed our 3D offering instead of product photography.
- Account manager for major design clients within B2B and FMCG
- Development of several new brands within FMCG with customers such as Carlshamn, BAT, Fiedler & Lundgren and others.

VD & Art Director

Fingo Design AB, Stockholm 1998 - 2003

- Own design agency with 3 employees and a turnover of 5 MSEK/ year. Ansvarig och designer för alla våra leveranser främst inom Film och Musikindustrin och livsmedel.
- Financial and personnel responsibility.
- Sold 2003 to Fungera Kommunikation AB.

Art Director

EkotryckRedners AB, Stockholm 1994 - 1998

 Responsible creator and built EkotryckRedner's in-house agency from 0 to 10 people

AWARDS

2 x Svenska designpriset - Gold

1 x Svenska designpriset - Silver

4 x Svenska Publishing priset - Winner

1 x Svenska Publishing priset - Winner Jury's Honorary Award