



# JESPER HOLMSTRÖM

# CV

**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 time-efficient processes and accuracy. Used to collaborating with both internal and external customers both in the Nordics and internationally.

## CONTACT

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📄 [Linkedin](#)

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🌐 [www.fingo.se](http://www.fingo.se)

## CHARACTERISTICS

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

## EDUCATION

### AI for Designers

Berghs SOC

### UX & Användarcentrerad design

IT-Högskolan

### AI 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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## CERTIFICAT

**Certified Glide Expert 2025**  
**UX & Användarcentrerad design**

## IT-KNOWLEDGE

Adobe Creative Suite  
Premiere & After Effects  
Cinema 4D (3D)  
Figma  
Microsoft Office  
Intuiface (HTML5 Programming)  
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**