

# BRAVEDAVE

## Le Art Directeur Multi-disciplinaire

### Übermensch Programme™

"NOTHING LEFT UNSAID"

#### DAVID A. ELDENSTIERNA CV

Art Director • Creative Director • Brand Strategist • Digital Strategist • Lead Designer • Copywriter • Researcher

#### PROFILE

Multidisciplinary Art Director and digital strategist with experience from international projects in brand development, digital design, communication, teaching, and systems architecture. Works with deep, clean structures, psychological coherence, and high precision – from concept and strategy to technical implementation. Based in Sweden, and Cape Town operating globally.

Over 27 years of experience leading and developing creative projects for global brands, institutions, and socially oriented initiatives. Possesses expertise in branding, digital strategy, UX/UI, and visual storytelling. Integrates philosophical and integrative flowcharts into both personal and organizational development. For almost thirty years David has created award-winning design, brand experiences, and digital strategies for global icons such as Ericsson LME and the United Nations, groundbreaking crypto companies, society-changing initiatives, and some of Sweden's most respected institutions.

He has been art director for the world's first crypto exchanges, led self-leadership workshops that have affected lives, written the book 10 Steps to Conquering the World, lectured at Henley Business School in Johannesburg, and today runs the creative initiative BravePeople PR Firm as a creative catalyst for companies and individuals who want to go from vision to reality – led by geometric beauty, precision, and human insight.

David balances function and form with high self-evidence. His honesty, empathy, fire, systems thinking, and relentless core values rooted in that people with passion improve the world – make him an incurable multi-creator and a guide in a time that hungers for meaning, courage, and beauty.

#### Key competencies:

Art direction · Branding · Digital strategy · Typography · UX/UI design · Project management · Lectures, teaching & workshops · Communication for Societal impact · Copywriting · Digital publishing

#### EXPERIENCE

2026 – BravePeople: PR Firm – London, Stockholm, Capetown  
2025 – IDEA: Integral Advertising Firm – Stockholm, Sweden  
2024 – Kyalami F1 Experiences – Johannesburg  
2024 – Henley Business School Guest Lecturer – Johannesburg, South Africa  
2024 – super.human.io app habit tracker – Global  
2024 – Realistic – Rebuilding and Life Skills Training Centre – South Africa  
2024 – La Sprezzatura: The Renaissance Game of Self-Development – Global  
2023 – Stable Fortune – Stockholm, Sweden  
2023 – Flow: Choose your emotion – Stockholm, Sweden  
2023 – Standing For Love – Stockholm, Sweden  
2022 – The Deepening Program – Stockholm, Sweden  
2021 – IRS: International Resource Services – Stockholm, Sweden, Global  
2020 – Stance Law Firm – Stockholm, Sweden  
2019 – Crowdpol: Tools for changemakers – Cape Town, South Africa, Global  
2016–2017 – Nackademin: Digital Strategist Programme – Stockholm, Sweden  
2014–2020 – Bravepeople Workshops – Stockholm, Sweden  
2014 – Safello Bitcoin exchange – Stockholm, Sweden  
2012–2013 – BTCX Bitcoin exchange – Stockholm, Sweden  
2010–2011 – Brave Communication AD Firm – Stockholm, Sweden

2008–2010 – Balansekonomi – Stockholm, Sweden  
2006 – Konserthuset Stockholm – Stockholm, Sweden  
2005 – STORM Watches – Stockholm, Sweden  
2004 – United Nations – Stockholm, Sweden  
2003–2005 – Monster New Media Design  
1999–2001 – Light Years Integral Communications / Ericsson LME – Stockholm, Sweden  
1998 – SEB Goodlife – Stockholm, Sweden  
1998 – Richard Julin – Global Champagne Community – Stockholm, Sweden  
1998 – Funka.nu – Stockholm, Sweden  
1998 – Market Makers Technology AB – Stockholm, Sweden

## SELECTED PROJECT DESCRIPTIONS

### KYALAMI F1 EXPERIENCES – Johannesburg, South Africa

#### Art Director & Digital Strategist

Aug 2024 - ongoing

Role: Visual leadership, brand strategy, digital design, and concept development.

During the second half of 2024 I worked in Johannesburg on the development of F1-related experiences and media platforms in collaboration with South Africa's leading voice commentator within Formula One motorsport, as well as Kyalami Racetrack. The assignment included the creation of a complete new branding, including logotype, visual identity, and website, as well as development of report models to measure and visualize the media reach and traffic that Kyalami's channels generated through various F1 watch parties, live events, and media appearances.

The work also included design and production of pitch decks for larger national Formula One initiatives, with the purpose of attracting partnerships and positioning South Africa as an emerging node within international motorsport. This included material for events with the F1 profile David Coulthard, who carried out a public demonstration of his car in Johannesburg, arranged in collaboration with the South African government's investment in strengthening Formula One as a national sport and re-establishing South Africa, Johannesburg, and Kyalami on the global racing map.

The delivery combined strategic design, media analysis, and communicative packaging to support both commercial goals and national profiling within the motorsport sector.

Keywords: Art Direction, Branding, Pitchdeck, Illustration, Infographics, Digital Strategy, Premium Events, Motorsport

### HENLEY BUSINESS SCHOOL – Johannesburg, South Africa

#### Lecturer & Researcher (Integral Theory)

Nov 2024 - ongoing

Role: Teaching, model development, research-based communication.

During November 2024 I stayed in South Africa to present research within Integral theory and psychographic adult development at Henley University in Johannesburg in connection with the Integral African Conference. In the assignment, an integrative flowchart for psychological and psychosocial development in eleven dimensions was presented – a work that has been carried out since 2006 and in recent years translated into a practical tool in the form of a digital, visual blueprint.

The work included a review of the integral psychographic model as well as a demonstration of how this has been operationalized in an app-based habit tracker where developmental habits are gamified, rewarded, and followed up via quantifiable measurement points. The focus was on showing how complex theory can be translated into measurable behaviors that support both therapeutic development and high-performing competence development, including creative genius and sustainable flow.

The presentation's structure included visualization of the developmental dimensions, review of the app's methodology and logic, as well as discussion with participants from the international integral community. The work was appreciated by the conference participants, including several international researchers and practitioners, including professors from Harvard University.

Keywords: Research, Pedagogy, Integral Theory, Academic communication, Pitchdeck, App development, Figma, Art Director, Illustration

**SUPERHUMAN.IO – Global  
Founder & Creative Director  
Sep 2024 – ongoing**

Role: App design, UX/UI, digital strategy, and personal development.

Superhuman.io is an objective measurement and habit-tracking app designed to optimize human potential across cognitive, physical, psychological, and psychosomatic dimensions. The platform offers users tools to cultivate “good habits,” with tracking of activities within ten life dimensions, from physical training – cold baths, daily running, burpees, push-ups, handstands, nutrition, and sleep – to cognitive challenges such as chess, Rubik’s Cube solutions, language learning, and other mental skills.

The app is rooted in AQAL, the integral philosophical flowchart for holistic development, and represents one of the first digital practical applications of “Integral Life Practice.” It translates complex psychological, physical, and social developmental models into actionable daily habits, enables measurement of progress, identification of development opportunities, and handling of obstacles at each level.

In addition to physical and cognitive development, the app also supports psychosomatic and consciousness-based practices, and provides guidance through stages of personal evolution as well as promotes resilience in the face of psychological and existential challenges. Superhuman.io is designed not only for those seeking maximal performance, but for everyone striving for comprehensive personal transformation, with a structured but flexible framework for long-term growth across body, mind, and soul.

Keywords: App Design, UX/UI, Digital Strategy, Habit Tracking, Integral Theory, Personal Development, Holistic Health, Illustration, Figma

**REALISTIC – Rebuilding and Life Skills Training Centre – Johannesburg, South Africa  
Strategic Advisor & Communication Designer  
April 2024 – ongoing**

Role: Brand strategy, communication structure, narrative development, lecturer

During April 2024 I worked in South Africa in collaboration with REALISTIC (Rebuilding and Life Skills Training Centre), an organization that focuses on reintegration of youths and children who have gone astray as well as support for former “jailbirds” through education, therapy, and guidance toward independence and work. The organization also runs orphanage operations and social programs to help vulnerable youths return to society in a sustainable way.

The assignment included development of psychologically verifiable and scientifically substantiated material to document the positive effects of the organization’s reintegration methods and therapeutic programs. The purpose was partly to enable applications for support from the South African government, and partly to model previously successful international projects, such as the Swedish Project Playground.

The work included presentations and workshops at a three-day conference, where I presented my research regarding all stages of psychological and psychosocial development based on the framework I have developed since 2008. The focus was on step-by-step methods to enable full psychological growth and societal integration for the participants.

The delivery combined research-based methodology, psychological evidence material, and practical implementation strategies that strengthen REALISTIC’s program and enable national and international support.

Keywords: Brand Strategy, Communication Design, Identity, Structure

**Brave People Philosophical Fight Club, Think Tank,  
Workshop program & Mastermind Group – Stockholm, Sweden  
Founder & Facilitator**

2014 – ongoing

Role: Workshop design, philosophical facilitation, critical thinking, and personal development.

As founder and facilitator of Brave People I created a platform for deep philosophical exploration, critical thinking, and development of self-leadership. The program combines interactive workshops, mastermind sessions, and structured debates intended to challenge participants intellectually and emotionally, while promoting clarity, self-mastery, and creative problem-solving.

I lead the design and facilitation of each session, develop curricula that integrate philosophy, psychology, and practical tools for self-leadership. Participants engage in exercises that sharpen reasoning, develop emotional resilience, and strengthen the ability to

make decisions. The Think Tank and Mastermind components make it possible for participants to apply the principles together, and generate innovative solutions to personal and professional challenges. The project has become a long-term incubator for high-performing individuals seeking intellectual rigor, self-awareness, and actionable insight.

Keywords: Workshop Design, Philosophical Facilitation, Critical Thinking, Personal Development, Self-Leadership

**IDEA – Integral Advertising Firm – Stockholm,  
Sweden Founder & Art Director  
2025**

Role: Branding, Art Direction, and Digital Strategy.

IDEA is a future-oriented advertising agency that I founded to explore the integration of creative strategy, branding, and digital innovation. As Art Director and strategic leader I conceptualize campaigns that harmonize artistic vision with business goals, delivering both aesthetic quality and measurable effect.

My work includes development of brand identity, digital strategy, campaign design, and the creation of holistic visual narratives that work across all platforms. IDEA emphasizes a system-oriented approach to advertising, which ensures that each project is aligned with the client's values, goals, and the target audience's expectations. The agency represents my commitment to combine creative rigor, ontological coherence with practical implementation, to push the boundaries of modern advertising while maintaining clarity and purpose.

Keywords: Branding, Art Direction, Digital Strategy

**La Sprezzatura: The Renaissance Game of Self-Development –  
Global Art Director & Editor**

2024 – ongoing

Role: Digital Publishing, Art Direction, Editorial Strategy, Content Curation.

La Sprezzatura is a global digital publishing initiative that combines the Renaissance's principles of mastery with modern tools for personal development. As Art Director and Editor I was responsible for the visual identity, content strategies, and editorial curation, and ensuring that the platform delivered a seamless and inspiring experience for users worldwide.

I designed digital layouts, visual systems, and interactive content to reflect the material's intellectual depth and sophistication. The project integrated educational content, reflective exercises, and curated media into a coherent narrative that guides participants through practical steps to cultivate elegance, creativity, and self-awareness. My role emphasized the fusion of aesthetic sensitivity with functional digital design, creating a platform that inspires learning, engagement, and global dissemination.

Keywords: Digital Publishing, Art Direction, Editorial Strategy, Content Curation, Wordpress

**STABLE FORTUNE – Stockholm, Sweden Lead Designer & Systems Architect  
Mar 2023 – ongoing**

Role: Digital design, UX structure, systems architecture for digital processes.

During 2024 I worked with the project Stable Fortune, a course run by the person responsible for education at Nordea Sweden and financial advisor Anders Stenkrona. The course, in collaboration with Stenkrona's book 'Insider Secrets to Financial Well-Being', aims to provide an online platform for an educational system that helps individuals gain clarity in their personal finances, invest in funds and stocks, and create long-term growth through the compound-interest effect and exponential financial development.

The project included development of website and programming of the online platform, branding and logotype design, production of teaching material as well as design and implementation of streaming platforms for online lectures. The work also included digital course structure and payment systems for a user-friendly and efficient experience.

Keywords: UX, System design, Digital ecosystems, Logotype, Art Direction, Presentation material

**FLOW: Choose Your Emotion – Stockholm, Sweden  
Creative Director & Systems Developer**

Apr 2023 – ongoing

Role: Creative leadership, concept development, functional digital architecture, Art Director

During 2023 I began together with performance psychologist Niclas Janelöv to develop the digital education program Flow – Choose Your Emotion, a comprehensive training system based on research on flow states and emotional intelligence.

Our joint project includes branding, logotype, visual identity, design and programming of the course platform and website, as well as building a digital course structure, payment system, and content architecture. I am also responsible for the methodological and communicative form of the material, where Janelöv's model is translated into practical lessons, tools, and digital flows.

The course shows how emotions are amplified and programmed, how to identify missing emotional components, create constructive emotional states, and build daily routines for emotional coherence and flow. The delivery is planned to combine strategy, behavioral psychology, digital product development, and narrative packaging.

Keywords: Creative Direction, Systems development, Structure, Product design, Wordpress, Logotype

**STANDING FOR LOVE – Stockholm, Sweden**

Art Director & Course Platform Designer

Jan 2023 – ongoing

Role: Brand expression, design of educational platforms, digital communication structure.

During 2023 I worked on the development of Standing for Love, a digital educational and therapy program based on Internal Family Systems (IFS), somatic psychology, and trauma-informed methodology. The assignment included branding, visual identity, digital course structure, web production, payment system, and conceptual language development.

I translated complex IFS methodology – from “parts work” and Self-leadership to unburdening, integration, and somatic protocols – into accessible digital tools and models. The platform guides the user through processes for inner healing, relationship to subpersonalities, and emotional resilience.

The delivery combined strategic design, therapeutic architecture, and digital product development into a modern, deep, and sustainable educational system.

Keywords: Art Direction, Platforms, Digital Design

**THE DEEPENING PROGRAM – Stockholm, Sweden**

Copywriter & Creative Strategist

2022 – ongoing

Role: Art Director, Wordpress, concept development, writing and developing all text material, script, narrative structure, and tonality.

In November 2022 I was contacted by the body therapists Sanna Björkebaum and Ola H. Ericsson with a vision of a 16-month deepening program that was not yet fully formulated. My assignment became to clarify the concept, write the script for the launch film, create concise web copy, and design a conversion-strong landing page for the program (56,500 SEK).

The result was that the education – within just over a month – generated sales of over 1.2 million SEK. The collaboration was characterized by deep responsiveness and creative resonance.

Keywords: Brand Development, Copywriting, Storytelling, Brand Voice, Wordpress

**IRS – International Resource Services – Stockholm, Sweden**

Art Director & WordPress Programmer

2021 – ongoing

Role: Art Direction, web design, technical implementation in WordPress.

IRS supports decision-makers within finance, politics, banking, and philanthropy with strategic information, analysis, and communication. In 2021 I worked with IRS on assignment from Joakim Karlsson, Chairman at SIPF – Swedish Sports Psychology Association, with the assignment to develop the organization's visual identity and website.

The delivery distilled IRS's core mission into a sharp, authoritative digital presence that conveys clarity, trust, and global reach.

Keywords: WordPress, Web Development, Art Direction, Logotype

**STANCE LAW FIRM – Stockholm, Sweden**

Art Director & Web Developer (WordPress)

2020

Role: Art Director, design, visual identity, technical execution in WordPress.

During 2019 I worked with Stance Law Firm to strengthen the brand identity and attractiveness. The project included branding – including a lion seal – stationery, business cards, and design/programming of a new website.

The website integrated articles on Swedish law and practical advice, and databases were restructured for increased accessibility.

The launch improved the market position and increased the firm's attractiveness.

Keywords: Web development, WordPress, Legal communication, Logotype

### **CROWDPOL – Tools for Changemakers – Cape Town, South Africa**

**Brand Strategist & Creative Director**

**2019 – ongoing**

Role: Art Director, brand building, conceptual direction, identity development

Since 2019 I have worked with Crowdpol Ecosystem, a project that develops digital tools for global democratic participation through “friendly contracts” and gamified e-voting.

The assignment included branding, design, and development of a platform that makes it possible to vote at local, regional, national, and global levels, build a personal portfolio of issues, and follow one's impact.

The platform combines information architecture, motivation elements, gamification, and intuitive visual navigation – inspired by digital gamechangers such as Airbnb and Uber – with the goal of making political participation easy, positive, and continuous.

Keywords: Brand Strategy, Concept development, Creative Direction, Illustration, Logotype, Copywriting

### **Brave Communication – Stockholm, Sweden**

**Digital Strategist & Art Director**

**Jun 2016 – ongoing**

Role: Art Direction, digital strategy, and visual communication design.

Brave Communication is a leading agency that specializes in high-impact landing pages and comprehensive art direction for clients seeking clarity and consistency across visual and language-based platforms. My role includes shaping brand narratives through visual design, creating engaging digital experiences, and establishing distinct, identifiable aesthetic expressions for each organization I work with.

I collaborate closely with clients to translate strategic goals into visually coherent, user-centered digital experiences. This includes concept development, layout and interface design, typographic systems, and creation of responsive, scalable landing pages. My work emphasizes clarity, engagement, and emotional resonance.

Keywords: Art Direction, WordPress, Typography, Creative Concept Design, Landing Pages

Nackademin – Stockholm, Sweden

### **Lecturer in Digital Strategy, Digital Development & Communication in Digital Media**

**2016 – 2017**

Role: Teaching, course design, and supervision.

At Nackademin, a vocational college with connections to the industry, I developed and taught two courses for the Digital Strategist Program: Digital Development and Communications in Digital Media. I was responsible for both course development and practical teaching for approximately 40 students for 60–80 hours.

The courses aimed to bridge theory and practice and give students tools to succeed in professional digital environments. I created lessons on strategic digital communication, platform optimization, user-centered design, and content strategy.

Through interactive exercises and case studies, students learned to create meaningful online narratives, develop brand identities, and design digital platforms that engage and convert.

Keywords: Teaching, Creative Writing, Digital Strategy, Curriculum Development

### **Bravepeople – Stockholm, Sweden**

## **Workshop Leader**

**Apr 2014 – Sep 2015**

Role: Workshop leadership, teaching, self-leadership, and personal development.

Bravepeople offers workshops focusing on self-leadership, communication, and personal effectiveness for individuals who actively want to drive their goals and visions. As Workshop Leader I design and facilitate programs that help participants develop their creative decision-making abilities, take responsibility for their behavior, and begin realizing their goals in professional and personal contexts.

These workshops combine communication strategies with psychological insight, which enables participants to listen in a way that promotes understanding and express themselves in a way that affects others. I create course material, structure exercises, and guide participants through transformative experiences that build self-awareness, resilience, and clarity in action. The workshop sessions convey practical tools for creating congruence between inner intentions with outer behaviors and strengthening participants' ability to lead their own lives.

Keywords: Teaching, Workshop Development, Coaching, Self-Leadership

## **BTCX – Stockholm, Sweden**

**Art Director**

**Jan 2012 – Jan 2014**

Role: Art Direction, digital design, UI/UX, brand communication.

BTCX was one of Sweden's pioneers in cryptocurrency trading and enabled trading with Bitcoin and other digital currencies. As Art Director I was responsible for the design of digital platforms, marketing campaigns, and various projects to create a cohesive brand experience across all touchpoints.

I developed web interfaces, marketing material, and interactive components that made cryptocurrency trading intuitive and visually engaging. My method combined strategic design thinking with user-centered principles, which ensured that BTCX's brand communicated credibility, innovation, and accessibility. The work contributed to establishing BTCX as a visually distinct and reliable actor in the emerging cryptocurrency market.

Keywords: Art Direction, Digital Design, User Interface Design, Brand Communication, Logotype, Illustration

Balansekonomi – Stockholm, Sweden

**Art Director**

**Apr 2008 – Jan 2010**

Role: Visual and strategic design, digital communication, and pedagogy.

Balansekonomi is a leading education company within personal finance and personal development, guiding thousands of individuals to build sustainable wealth and freedom. As Art Director I led the visual and strategic redesign of their website, and shaped the digital presence to reflect the company's promise: "More time, more money, more energy."

I was responsible for the entire design process, including branding, UI/UX design, and visual storytelling. The goal was to create a platform that resonated emotionally while being highly functional, guiding participants through financial education programs and resources. By integrating pedagogical insight with digital design I helped transform the website into a compelling and user-friendly tool that supported Balansekonomi's mission to inspire and empower participants toward long-term financial success.

Keywords: Digital Illustration, Art Direction, Web Design, User Experience, Logotype, Art Direction

## **Konserthuset Stockholm – Stockholm, Sweden**

**Art Director**

**2006**

Role: Art Direction, graphic design, UX/UI.

Konserthuset Stockholm is one of Sweden's most prominent venues for classical music and a central cultural landmark. As home to the Royal Stockholm Philharmonic Orchestra and host to concerts within classical, jazz, pop, and international guest performances, the house has a broad audience and a rich artistic heritage. In connection with the launch of their new website I was responsible for art direction, graphic design, and user interface, with the assignment to modernize the digital experience and create a contemporary visual direction that reflects the institution's artistic quality.

The project included development of the digital identity, design of page structures and visual systems, and ensuring that the website supported both the audience's needs and the Concert Hall's long-term communication goals. I worked with typographic hierarchy, color systems, iconography, and visual storytelling to clarify the institution's rich repertoire and complex schedule, while creating a user-centered experience that guides both new and returning visitors. The delivery combined strategic design, cultural understanding, and digital innovation.

Keywords: Art Direction, Digital Design, User Interface Design, Brand Communication

### **STORM Watches – Stockholm, Sweden**

**Art Director**

**Feb 2004 – Jul 2005**

Role: Art Direction, graphic production, campaign material.

At Storm Watches I was responsible for art direction and production of sales and marketing material for the Swedish division. The project included graphic design, product photography, campaign material, and visual storytelling. The goal was to position Storm Watches as an innovative, trendy, and globally competitive brand.

I developed visual concepts for sales campaigns, retail material, and digital communication, focusing on creating a cohesive and attractive aesthetic that strengthened the brand's unique identity. The work required both creativity and strategic thinking, since each delivery needed to support sales and brand building while the design conveyed the product's exclusivity and innovation. The result was a visual platform that strengthened Storm Watches' position and increased both customer engagement and sales.

Keywords: Art Direction, Digital Design, User Interface Design, Brand Communication

### **United Nations – Stockholm, Sweden**

**Art Director**

**May 2004 – Jun 2005**

Role: Art Direction, illustration, graphic design.

For the UN I developed branding and communication material for International Family Day, a global initiative celebrated on May 15 each year to highlight the importance of the family as a society-building unit. My work included art direction, illustration, and graphic design of merchandise material such as t-shirts, brochures, logotypes, and balloons.

The project required balance between universal visual communication and cultural sensitivity, since the material was distributed internationally and used by governments, NGOs, and community organizations. I developed a visual strategy that strengthened the UN's message about family, cohesion, and social responsibility, while the design was aesthetically appealing, pedagogical, and easy to use in different cultural contexts. The result was a graphic identity that conveyed the UN's values in a clear, engaging, and visually powerful way.

Keywords: Art Direction, Digital Design, User Interface Design, Brand Communication, Logotype, Illustration

### **Light Years Integral Communications / Ericsson LME – Stockholm, Sweden**

**Art Director, Graphic Designer, Illustrator**

**Mar 1999 – Feb 2001**

Role: Art Direction, UI design, digital illustration, graphic production.

During this period I worked on several of Ericsson's global community platforms such as Ericsson Zopps, Ericsson Career, and Ericsson InSide. My assignment included art direction, UI design, digital illustration, and graphic production. The goal was to create visually cohesive, user-friendly, and internationally adapted communication solutions that strengthened Ericsson's brand globally.

I was responsible for concept development, information architecture, navigation systems, and interactive design, with particular emphasis on translating complex corporate messages into intuitive digital experiences. The project included close collaboration with internal communications departments and technical teams, which resulted in solutions that combined strategic branding, user-centered design, and technical feasibility.

Keywords: Art Direction, Digital Design, User Interface Design, Brand Communication, Illustration

## **SEB Goodlife – Stockholm, Sweden**

**Art Director**

**Jun 1998 – Feb 1999**

Role: Art Direction, graphic design, UI/UX.

I was responsible for graphic design and user interface for SEB Goodlife, SEB's service for private banking clients. The project included presentation of investment advice, asset management, and philanthropic initiatives, where the goal was to create a visually exclusive but functional experience.

The design included typography, color setting, layout, and interactive components that clarified complex financial services. I developed a user-centered approach that united exclusivity with clarity and transparency, which made it possible for clients to interact with their capital and their investments in an engaging and secure way. The delivery strengthened SEB Goodlife's brand and improved the clients' experience of the bank's services.

Keywords: Art Direction, Digital Design, User Interface Design, Brand Communication

## **Richard Julin – Global Champagne Community – Stockholm, Sweden**

**Art Director & Digital Strategist**

**Mar 1998 – Jan 1999**

Role: Art Direction, digital strategy, community design.

Together with the Swedish champagne connoisseur Richard Julin I developed a global online platform and community for Champagne enthusiasts. The project included branding, visual identity, web design, and an interactive platform that connected producers, experts, and consumers internationally.

The work required strategic concept work, user-centered design, and digital architecture to create an engaging and easy-to-navigate platform. I developed visual guidelines, typographic systems, navigation structure, and interactive functions that made it easy for users to participate, share experiences, and follow Champagne events worldwide. The platform became a global point of reference for the Champagne community and strengthened Richard Julin's position as an expert and cultural bearer within the industry.

Keywords: Art Direction, Branding, Digital Strategy, Community Design, User Experience, Visual Identity

## **Funka – Stockholm, Sweden**

**Art Director & Web Developer**

**Mar 1998 – Jan 1999**

Role: Art Direction, web development, digital accessibility.

At Funka.com I created the company's first website and was responsible for art direction, design, and web development. The platform was launched in 1998 and laid the foundation for Funka as a leading global consultancy company in digital accessibility.

The project required both strategic thinking and technical competence to create a platform that was usable, accessible, and scalable over time. I developed visual guidelines, navigation systems, typographic hierarchies, and interactive elements that ensured that the content could be accessed by users with different physical, cognitive, and sensory conditions. The first website became a long-term sustainable foundation for Funka's operations and has continued to be central in the company's digital presence and customer relationships worldwide.

Keywords: Art Direction, Digital Design, User Interface Design, Brand Communication

## **Market Makers Technology AB – Stockholm, Sweden**

**Art Director & Web Developer**

**Feb 1998 – March 1999**

Role: Art Direction, web development, UI/UX.

At Market Makers Technology I was responsible for art direction and web development for technical platforms within finance and algorithmic trading. I developed graphic systems, user interfaces, and digital structures that made complex trading data intuitive and easily accessible for clients such as SEB, Testoptionen, and Funka.com.

The project combined technical precision with creative visualization, where I translated complex financial data into clear, user-friendly digital experiences. I worked closely with development and trading teams to ensure that the design supported both usability and professional credibility. The result was solutions that not only simplified interaction with advanced trading platforms, but also strengthened Market Makers' technical brand and position in the market.

Keywords: Art Direction, Digital Design, User Interface Design, Brand Communication

## **EDUCATION & SELF-STUDIES**

Autodidact within design, illustration, digital strategy, copywriting, branding, UX/UI, and visual communication. Started professional career at the age of 16 after being headhunted for web, illustration, and art director projects. Continuous self-study and practical experience within creativity, philosophy, systems thinking, digital strategy, and personal development since the teenage years. Active participant in international conferences, workshops, and guest lectures, including Henley Business School and global creative initiatives.

## **TECHNICAL COMPETENCIES**

Art Direction

Copywriting

Illustration

Artistic work with acrylic, oil, watercolor, pencil, and charcoal

WordPress (design & programming)

Web development & systems structuring

Digital strategy & UX architecture

Brand strategy & communicative analysis

Platform and systems development

Teaching

Lectures

Workshop

## **LANGUAGES**

Swedish (native)

English (fluent)

## **CONTACT**

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