

PORTFOLIO 2024



Welcome to my portfolio, where you will discover a diverse range of projects showcasing various aspects that may pique your interest. If you desire, I can provide additional cases for your review. Enjoy your exploration!

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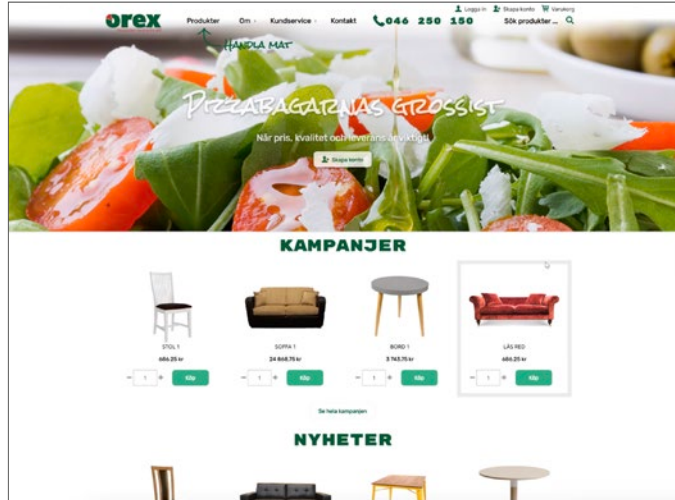
Orex: Rebranding, photography and website

Art direction, graphic design, illustration & web design

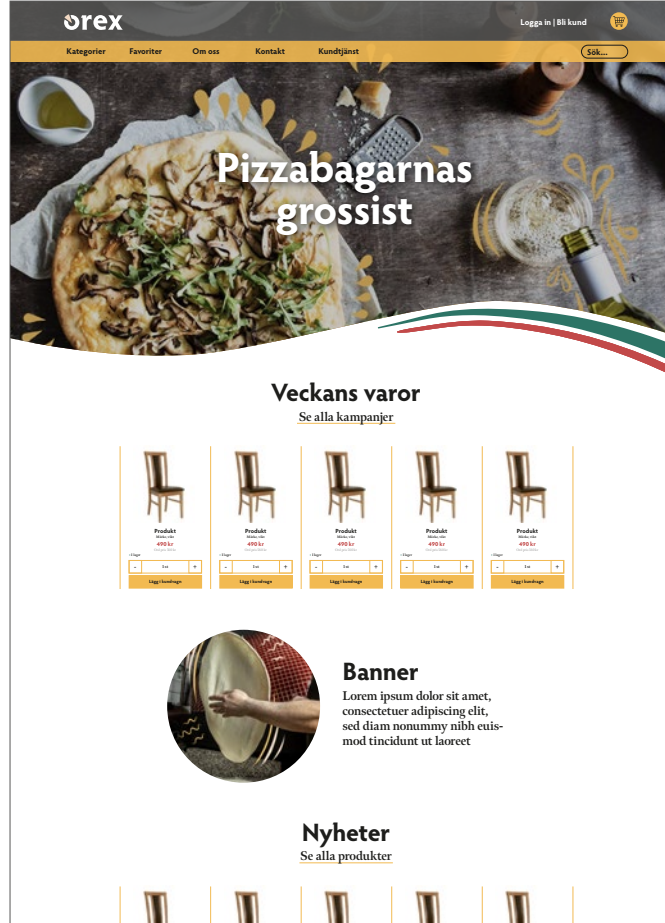
At Identitet, I collaborated with my colleagues to revamp the website for Orex, a wholesaler, which lacked a clear concept and brand guidelines. Taking charge of everything, I led the design and development process to create a cohesive and visually appealing website for Orex. Programming and photography was made by external partners, under my direction (I was AD at photoshoot).

Result can be viewed at <https://orex.e-line.nu/>

Before (demo with unrelated products)



Some of the sketches delivered to programmer





Logotyp



Logotyp symbol



Färgvarianter



Färger



Typsnitt

Hypatia Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Meno Display Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Margin MVB Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890

Symboler





Friggs: Package design

Concept, graphic design and illustration (packaging)

Within my role at Identitet, I frequently collaborate with Friggs (Midsona) to develop their packaging designs, taking projects from initial concept to the final product. I am proud to showcase three notable examples of my work in this regard, which encompass a cold brew tea set, and two sets of delectable corn snacks. These projects exemplify my ability to deliver engaging and visually appealing packaging designs that effectively capture the essence of Friggs' brand.

FRIGGS

COLD BREW TEA

BALANCE*

Fläder & hallon

Hyllebloss & bringebær/
Mustasolja & vadelma

✓ Zink
✓ Selen
✓ Biotin

15

GREEN TEA

FRIGGS

COLD BREW TEA

REFRESH*

Mynta & gurka

Mynte & agurk/
Minttu & kurkku

✓ Zink
✓ Vitamin C
✓ Biotin

15

HERBAL TEA

FRIGGS

COLD BREW TEA

IMMUNE*

Apelsin & ingefära

Appelsiini & inkivääri

✓ Zink
✓ Vitamin C

15

GREEN TEA





Hyresgästföreningen Syd: Illustration

Concept, graphic design, illustration & animation

At Identitet we were commissioned to highlight Hyresgästföreningen Syd and their self-produced Hyrespodden. Through humour, we wanted to showcase the problems you can have when you rent – with a series of ‘Hyresknipor’, little monsters that attracted attention and inspired people to follow the ads.

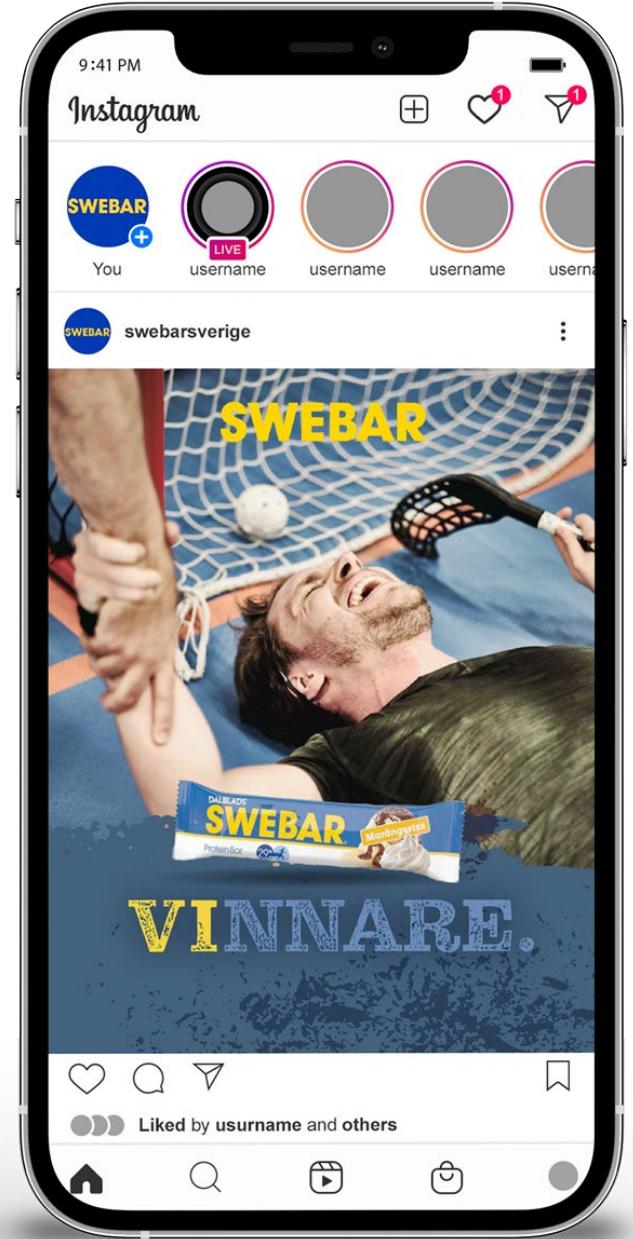
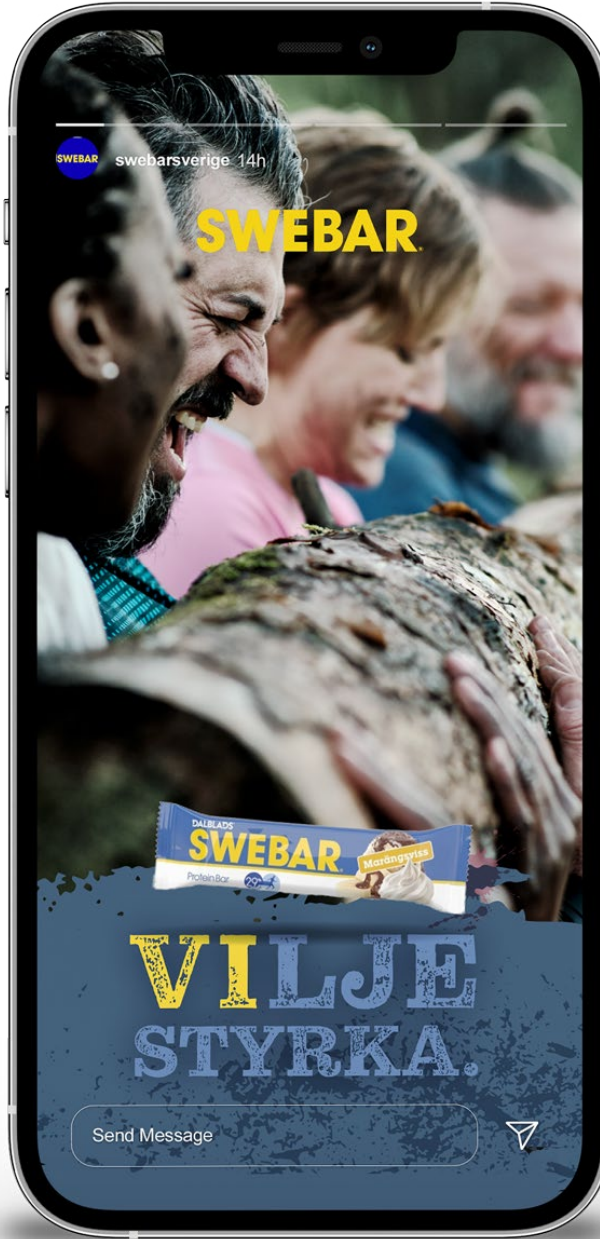
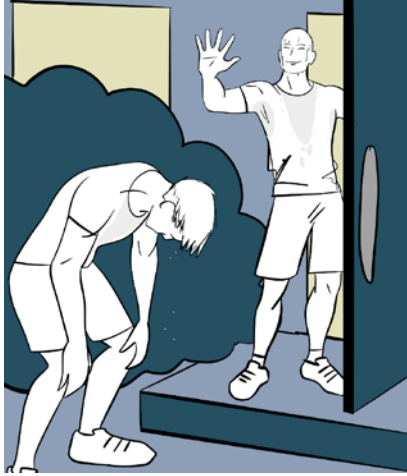




Swebar: Campaign

Concept, graphic design & pitch illustration

Collaborating closely with the Creative Director and a Copywriter at Identitet, I played a pivotal role in developing and winning a pitch for Swebar, subsequently leading the campaign. My primary focus revolved around conceiving the concept and crafting a compelling pitch to present to the client. The central idea revolved around showcasing the power of unity and the collective strength found in the 'WE' (vi) mindset, rather than the individualistic 'I'. This approach effectively conveyed messages of determination, triumph, and a winning spirit throughout the campaign.

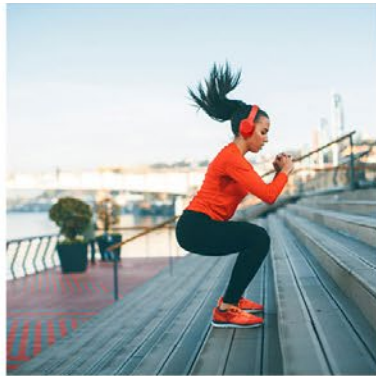
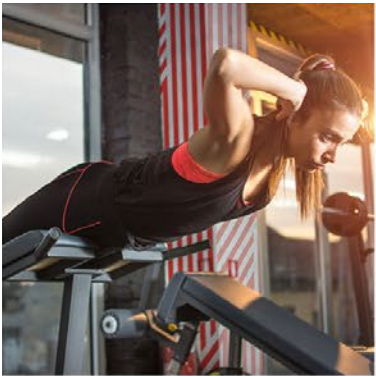
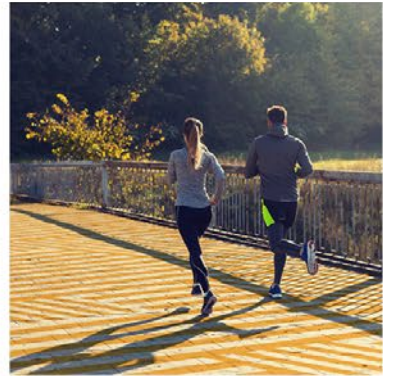
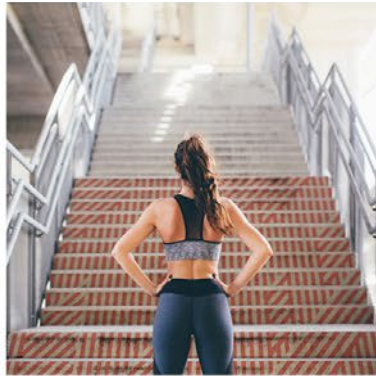
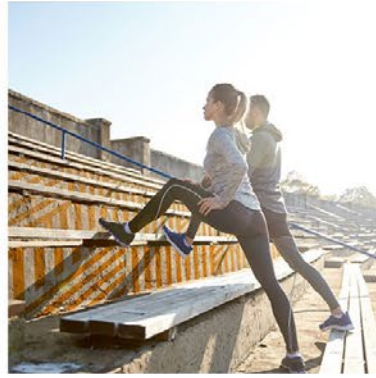
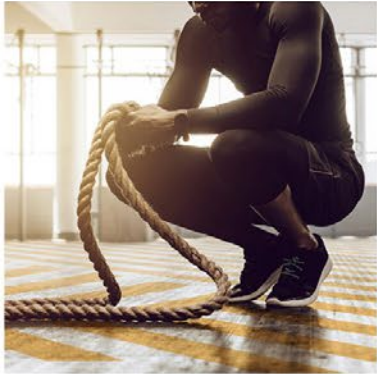


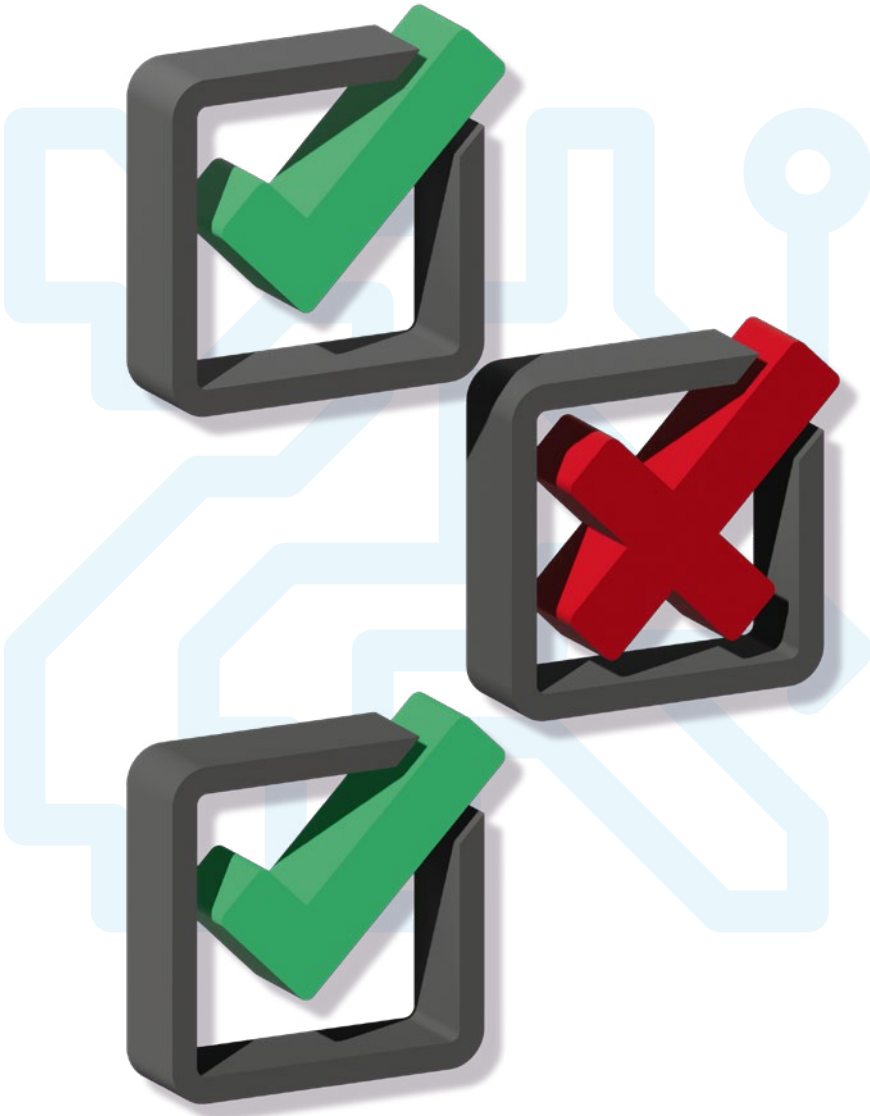


Fitness24Seven: Social media

Art direction, graphic design and content creation

During my tenure at Identitet, I dedicated 50% of my time over the course of a year as the Social Media Manager for f24s, while they were in the process of hiring internally. As a challenge, I was tasked with creating captivating and branded content primarily using stock photos. To overcome this, I conceived the idea of utilizing their distinctive pattern in various creative ways. This strategy was implemented across all countries where f24s gyms are located, resulting in engaging social media content that resonated with the target audience.



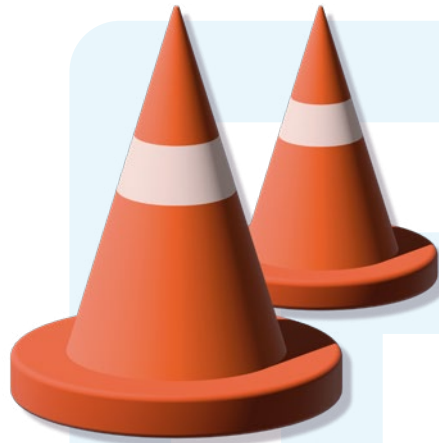
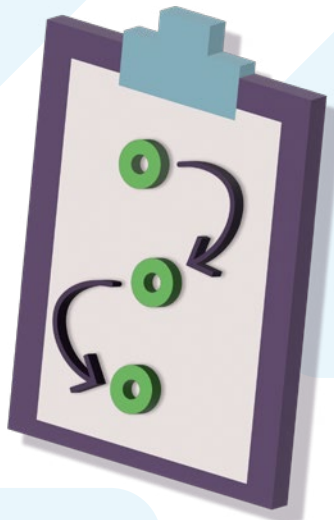
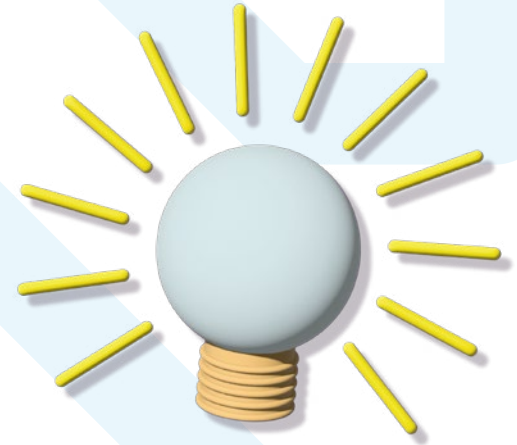


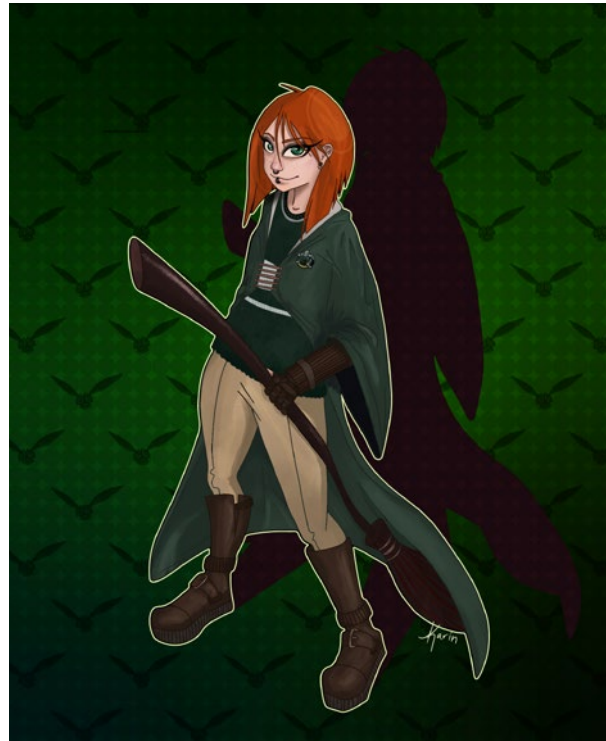
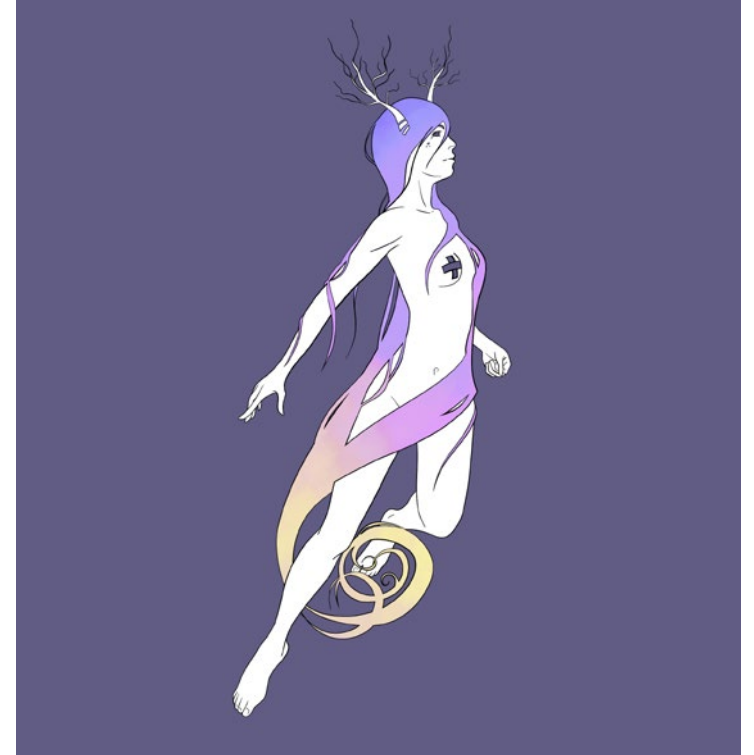
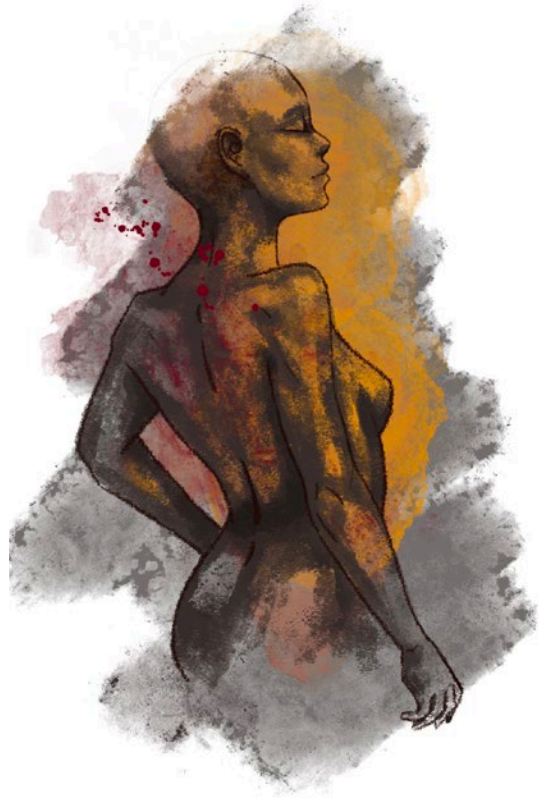
STR: 3D illustrated icons

Concept and 3D illustration

I created these 3D illustrations as part of a guide titled “The Road to Your Driving License” for STR (Sveriges Trafikutbildares Riksförbund).

Collaborating with my copywriter, I conceptualized and brought the illustrations to life. While my expertise lies beyond 3D, I possess a robust foundation in the field. My deep understanding of light, shadows and how to create depth comes from my art school background, where I crafted physical sculptures. As a quick learner, I will swiftly acquire any additional skills required to meet the demands of a project.





Example of hobby art