
Hello

My name is Joakim Olsson and I am a freelance art director, graphic designer and illustrator, living and working in Malmö, Sweden. Below is a brief summary, you'll find my CV on the next page and portfolio [here](#).

Background

I graduated from the MA design programme at HDK (College of Crafts and Design) at Göteborg University in 2006, which gave me a broad foundation in design process and tools, and a specialization in visual communication.

From 2007 to 2010 I worked in Copenhagen, first at creative agency WeMadeThis, then at music magazine Soundvenue. Besides art directing and designing the magazine, I worked with external clients such as Levi's, Carlsberg, Miss Sixty and Diesel on various assignments.

In 2010 I had a daughter and therefore I decided to stop commuting to Copenhagen and start freelancing, in order to better manage my hours and work. I rented a space that I shared with other creatives, and started working with clients such as Moderna Museet, Malmö högskola and others. I've tried to keep a variation in the type of assignments, in order to learn and stay curious within the field of visual communication.

Working as a creative

I prefer being part of a project from start to finish, but I also enjoy focusing on one specific part of the puzzle. Defining the brief, brainstorming, problem solving and concept development is very interesting and creative, and the craft of design, final art and working on details is the craft that I also very much enjoy, and a successful project depends on both.

Being a freelancer, I am used to working by myself and taking full responsibility, but I sometimes miss – and very much enjoy – working as part of a team. Ideas get pushed further, you learn from each other and you don't get stuck as easily – and you're in the company of nice people.

I enjoy defining and developing the identity and language of a project, be it through type, color, paper quality, sound, tone of voice, format, photo and/or illustration. I often engage in non-commercial projects, such as artist-founded publisher Woodpecker, as they provide creative freedom to try new things which commercial clients sometimes can't – and also to support initiatives that make Malmö even more interesting.

Best regards

Joakim Olsson

Experience	Work	<p>2010–2016 (present) Freelance art director, graphic designer and illustrator</p> <p>2009–2010 Soundvenue Magazine, Art Director and graphic designer</p> <p>2007–2008 WeMadeThis, Art Director and graphic designer</p> <p>2004–2006 Freelance/student</p>
	Studies	<p>2001–2006 BA & MA, Design programme, HDK (College of Design and Crafts), Göteborgs Universitet</p> <p>2004 Exchange studies at Elisava School of Design, Barcelona</p>
	Internships	<p>2005 Sveriges Television, Göteborg. Motion graphics</p> <p>2005 G2K Designers, Amsterdam. Graphic design</p>
Skills	Design	<p>Art direction and concept development. Graphic design for print, screen and environment Motion graphics Visual identity Illustration</p>
	Software	Adobe InDesign, Illustrator, Photoshop, After Effects
	Other	Drawing and sketching, my life long interest that got me into the design field, and one of few tools that never gets outdated.
	Language	Swedish, english. Decent spanish and danish.
To conclude	<p>I am a friendly, responsible and curious designer with an eye for detail, but at the same time keeping an eye on the big picture. I value the idea and concept as much as the craft and final touch, one without the other often results in a superficial or incoherent design. I believe a good designer can apply his/her skills and experience to various types of projects and platforms, as long as you stay curious and have a willingness to learn.</p>	