



**Annika Österlund** | + 46 72 4491112 | annika@annikaosterlund.com | www.annikaosterlund.com

I'm passionate about creating innovative, unique designs and communication which immediately attract attention, deliver the message and drive responses. In addition, I have a highly collaborative work style with a positive approach and an ability to inspire both teams and clients.

I'm always looking to grow as a person and as a creative in order to deliver beyond expectations. I enjoy taking a hands-on approach in directing artists, collaborating with clients and bringing creative concepts to life. In addition I also strive to maintain a productive, positive and enjoyable working environment.

Some of my responsibilities during my years as an Art Director have been:

- generate and develop strategic directions, innovative ideas and communication concepts based on creative briefs
- execute ideas into effective communication to reach the relevant target audience in all media platforms
- presenting and selling-in ideas and concepts internally as well as externally to clients
- developing and maintaining brand strategies for all media platforms
- creation and production of collateral marketing materials
- collaborating with team members and all departments involved in a project to ensure it is successful and on target
- creating brand guidelines including visual, color, typography and design.

## EXPERIENCE

June 2021 – present

### **Account Creative, H&M Divided, Full time consultant**

Creating motion graphics and editing film for social media. Creating final art and digital design for HM.com, Fashion News, push and social media assets. Creating reference films and guidelines for external partners.

Jan. 2018 – May 2021

### **Freelance Art Director | Stockholm, Sweden**

Clients: NCC, Stena Fastigheter, Norrbacka Utveckling, Sigtuna Hem, Svensk Hypotekspension, Operation Smile Sverige, SPG (Scandinavian Property Group), Ursviks KB and Vega.

May 2016 – Jan. 2018

### **Art Director | Veryday AB | Bromma, Sweden**

Responsible for developing and maintaining the Veryday brand strategy, as well as directing and producing digital marketing campaigns, including video and photography. Project manager for the development and production of Veryday's new website design. Responsible for the visual design of presentations, exhibitions and print collateral.

April 2011 – Nov. 2015

### **Associate Creative Director | The DZAP Group | San Diego, USA**

Creating branding campaigns, including strategy, concept and design for clients such as Matrix Residential, Continental Properties, Wood Partners, Carmel Partners, Holland Residential among others. Directing the production of collateral marketing materials. Collaborating with team members and all departments involved in a project to ensure on target, successful branding campaigns. Managing the creative department with the goal to maintain and evolve an excellent creative level as well as mentoring and inspiring the team.

June 2009 – March 2011

### **Freelance Art Director | San Diego, USA**

Clients: SeaWorld San Diego, Carmel Partners, Empty Bottles Inc./ Peasant Wine Bistro, Breg, Inc., Cobra, Thermal Motorsports Track & Club, Caffè Calabria, Athena San Diego, Franklin Croft Inc., Telgian Corporation and Fire Smarts.

Jan. 2007 – June 2009

### **Art Director | Leo Burnett Stockholm | Stockholm, Sweden**

Art Director for clients such as Samsung, Ortho-McNeil-Janssen Pharmaceuticals, Inc., /-Eleven, BF Goodrich, Fidelity Investments and L'Oreal. Demonstrated creativity and strong will to deliver high quality branding campaigns. Created innovative advertising campaigns as well as attending press checks, photo shoots and client meetings.

Aug. 2005 – Dec. 2006

### **Art Director | Blomquist & Co Advertising Agency | Stockholm, Sweden**

Art Direction for clients such as Kyocera Sweden, Scandic Hotels/Hilton Group and SEB (Skandinaviska Enskilda Banken). Created innovative brochures and advertising campaigns as well as attending press checks, photo shoots and client meetings. Developing and maintaining graphical standards and resources.

## EDUCATION

Aug. 1998 – Aug. 2002

### **The Art Institute of California San Diego | San Diego, USA**

Bachelor of Art in Digital Arts

## SKILLS

Advanced skills in Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Adobe XD, Sketch and Zeplin. Excellent prepress and production skills. Working knowledge of HTML, CSS and Invision.