

Jesper Zachrison

Portfolio

59.3293° N 18.0686° E

1982 (@ 341 PPM)

INTJ (supposedly)

He/Him

Brand Identity Designer & Art Director

I create visual identities and brand experiences that stand out and help move brands forward, rooted in a solid strategy and deep understanding of my clients business. I have over a decade of experience from the field of design, working both as a freelancer and employed at agencies.

During the past 7 years I have focused on designing identities and communication for digital platforms. I have worked with government agencies with high demand on accessibility, and with smaller start-ups looking to differentiate in a digital landscape.

I'm skilled in visual identities, accessibility, editorial design, print production and brand management.



Sveriges Television

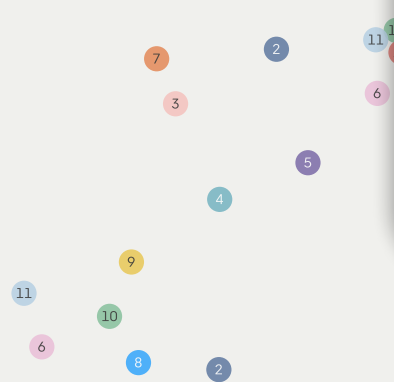
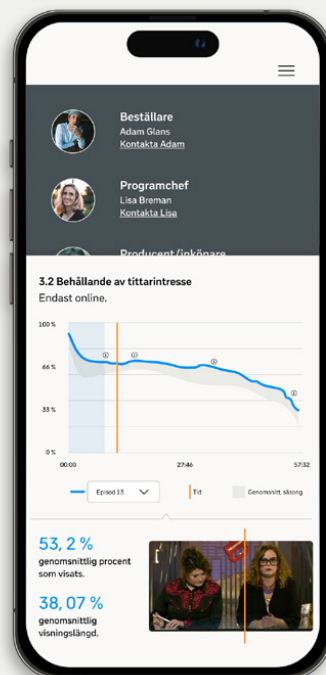
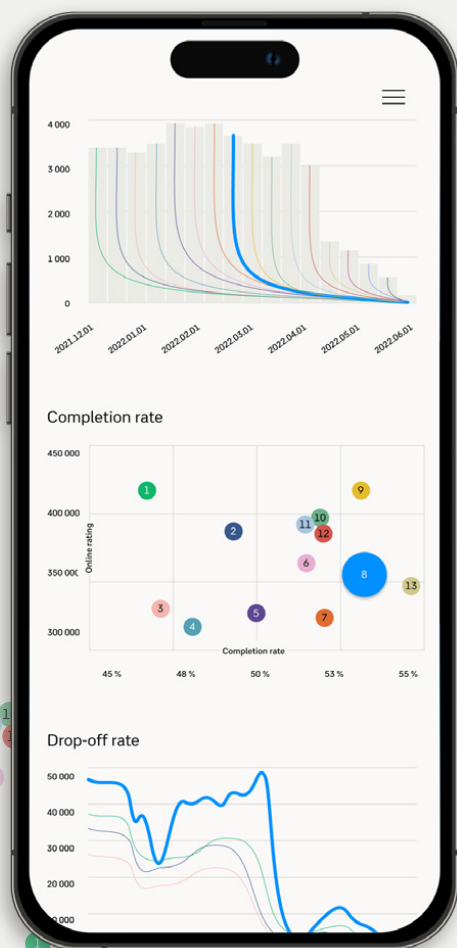
Product Design

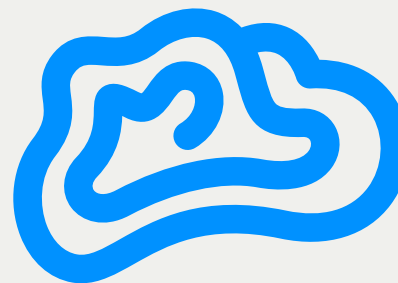
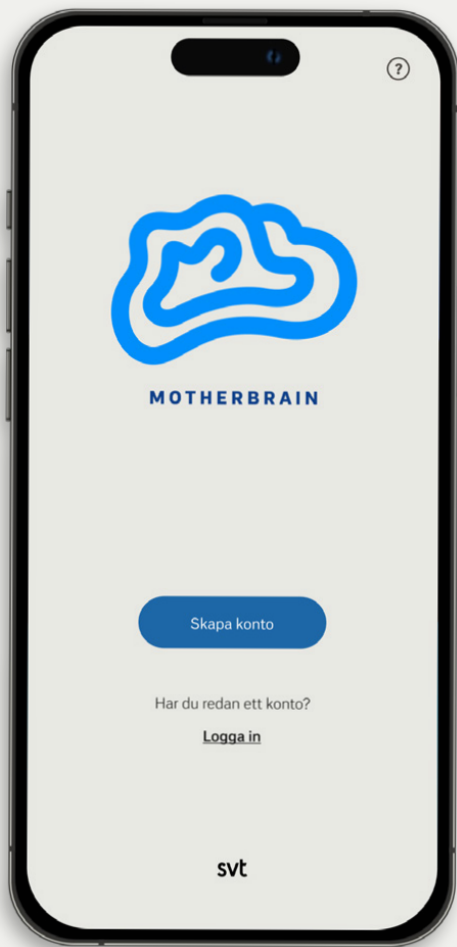
UI/UX

Logo Design

Data Visualization

Motherbrain is a project within the digital division of the Swedish National Public Television Broadcaster, SVTi. The purpose of the project and service is to gather insights about streaming behavior from data and analytics, and to share these in a comprehensible way to as many as possible. The developing team is made up of a wide range of competences. From developers, designers and managers to data scientists, analysts and machine learning experts.





SVT does not endorse this logotype combination. Nor do they know it exist. It's purely illustrative.

Rum Magazine

Art Direction
Editorial Design
Magazine re-design
Logo Design
Strategy + Positioning

Rum Magazine is a Swedish architecture and design magazine, published in a Swedish version of twelve issues annually and an internationally distributed English version every now and then. In 2022 the publication got a make-over and a new logo.

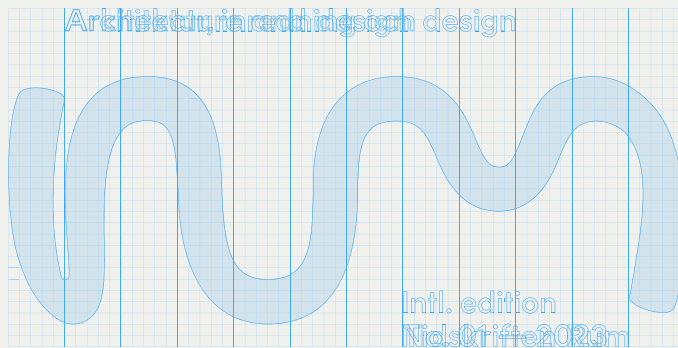


Rum Magazine

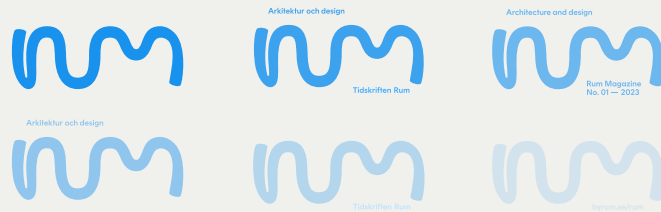
- Art Direction
- Editorial Design
- Magazine re-design
- Logo Design
- Strategy + positioning

With the name Rum – meaning room in Swedish – the magazine might be mistaken for a publication about the beverage and not the architecture and design periodical it really is. The new logotype challenge the legibility of the name and instead shift focus to its shape and expression. This approach nudges the reader to take in the text information surrounding the logo instead ("Architecture and design"). It also promotes differentiation from other magazines with similar naming. The organic shape of the logo has a certain mood to it that fits the tone of voice of the magazine. Details of it can repeat and create patterns, or be cropped into large graphical pieces.

A method to the madness



Logo variables



Logo flexibility



Signific

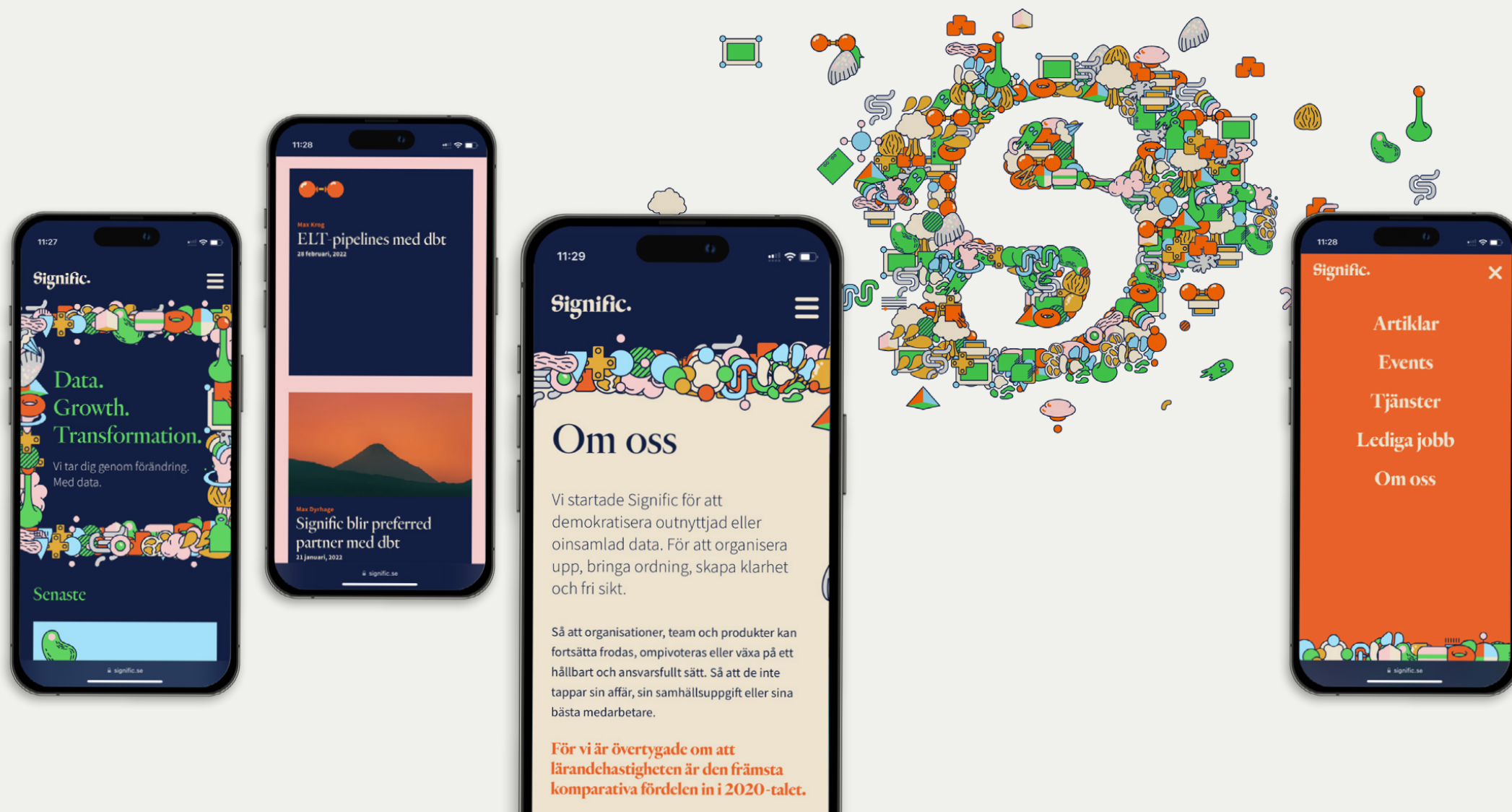
Brand Identity

Brand Strategy

UI/UX

Signific is all about differentiation. As a young consultant company in data science, data engineering and growth management they need to be a different type of employer to the younger generation of highly educated talent they want to attract. Employer branding and workplace design is therefore at the core of Signific's strategy.

Collaboration with fellow designer Pontus Björlin.



Signific

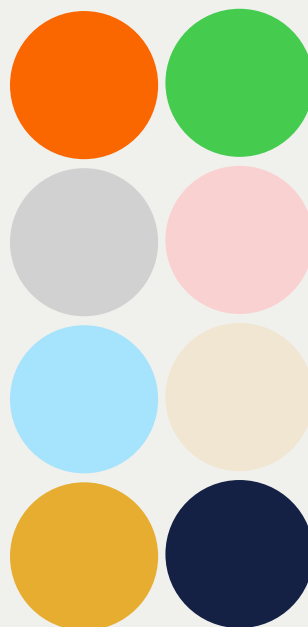
Logotype

Signific.

Symbol



Colors



Typeface

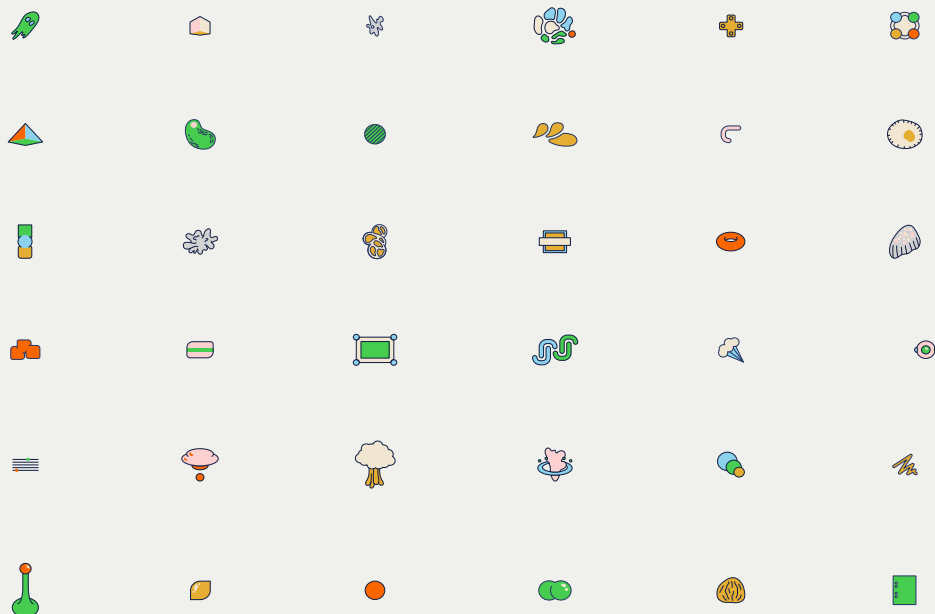
Heldane Display Bold
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! " # €

Heldane Display Regular
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! " # €

Alternate type characters



Doodle illustrations (by Pontus Björtn)



Office

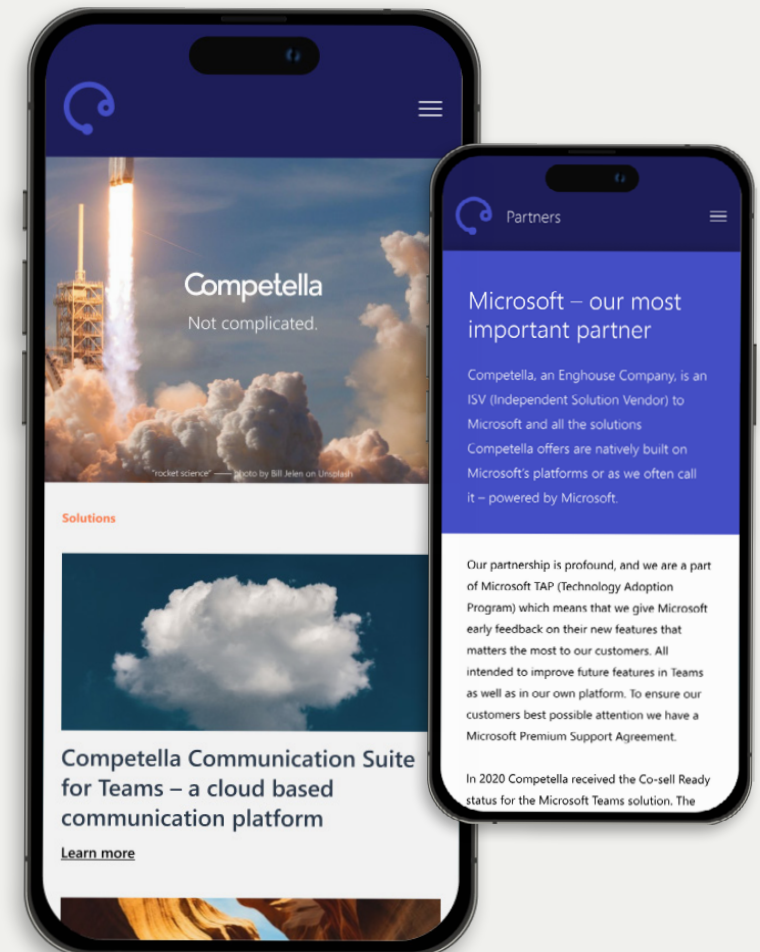
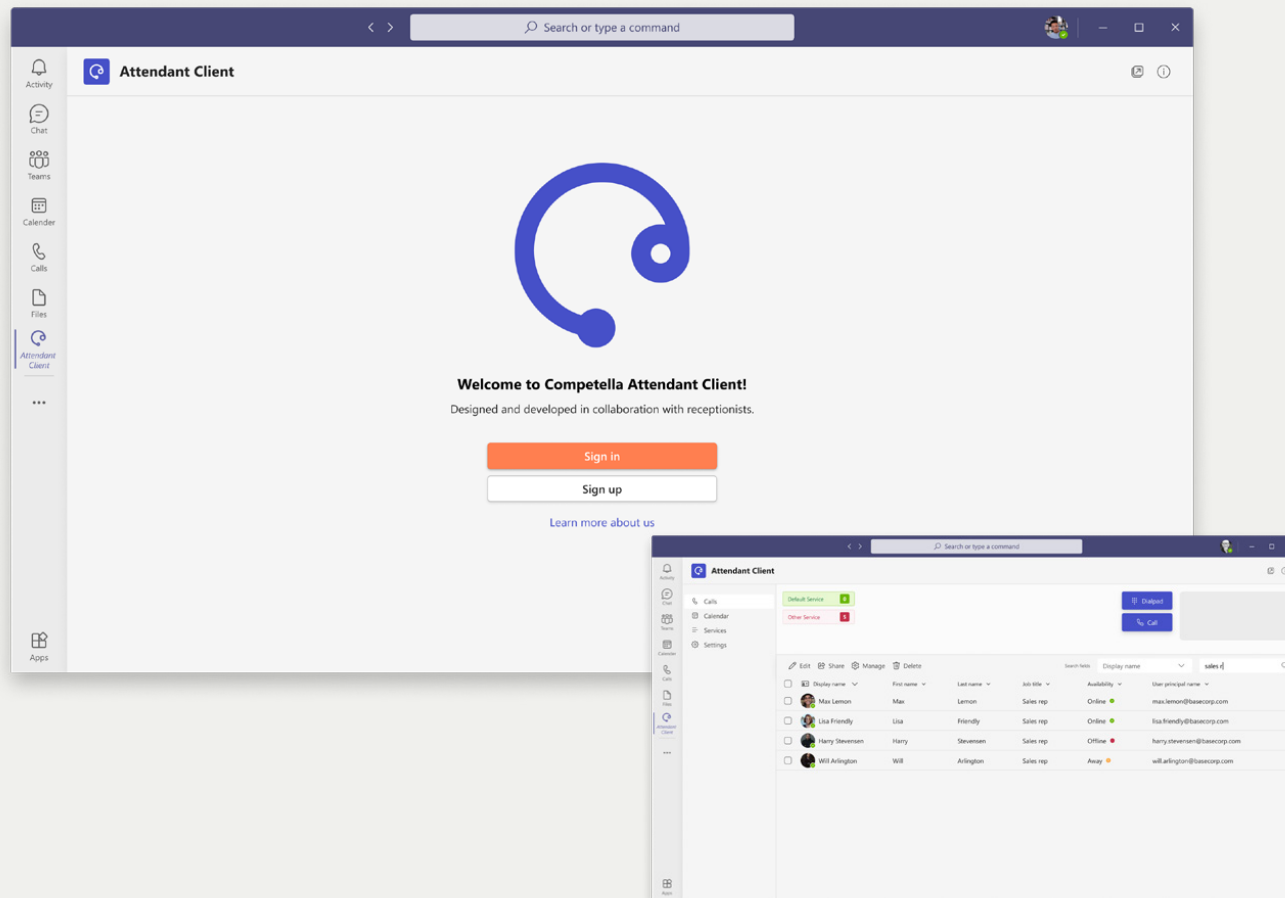


Competella

UI/UX

Brand Identity

Competella is a SaaS company offering communications software and solutions, mainly integrated in Microsoft Teams. The visual identity aims to harmonize with the Microsoft brand and the variety of UI's and contexts where the two companies might appear together. Competella was acquired in 2022 by Canadian Enghouse Systems Ltd and subsequently branded accordingly.



Competella

UI/UX
Brand Identity

The symbol of the logo is a stylized telephone headset and also shaped as the letter C – for *Competella, communication, calls*.

Logotype



Icons



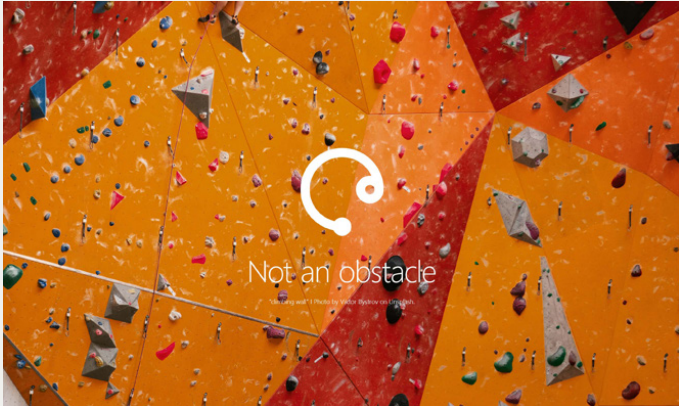
Illustrations



Colors



Brand Image Concept



Energiföretagens Arbetsgivareförening

Brand Identity UI/UX

Energiföretagens Arbetsgivarförening (EFA) organize and represent energy companies in Sweden. Member companies provide the Swedish society with heat and electricity, as well as energy services, maintenance and construction. Inspiration for the infinity shape of the logo comes from the first law of thermodynamics, stating that energy cannot be created or destroyed.

Logotype



efø | Energiföretagens
Arbetsgivareförening

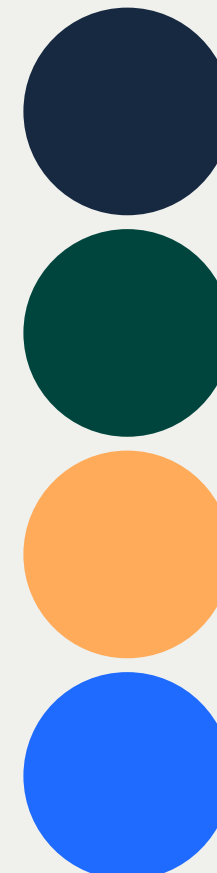
Landing page



Brand Images



Colors



Typeface

Poppins Light

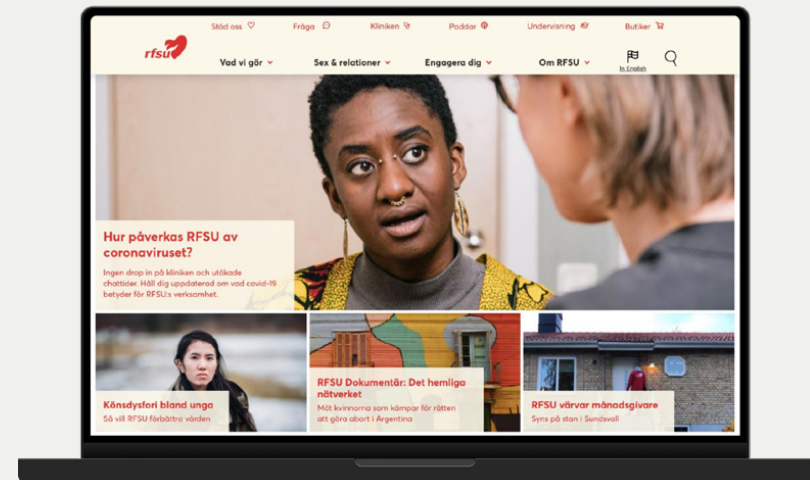
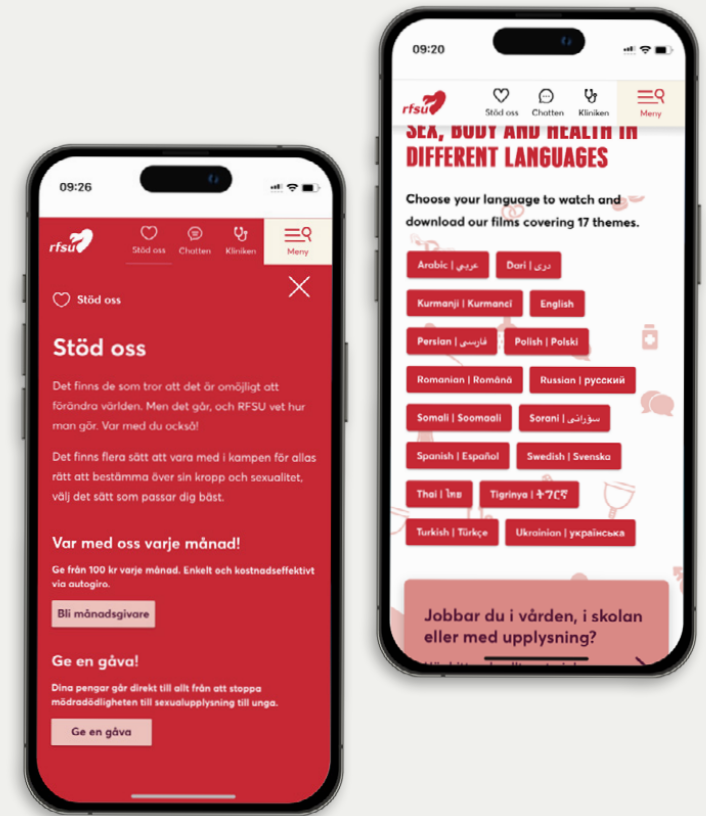
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz Åå Ää Öö 1234567890

Poppins Semibold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz Åå Ää Öö 1234567890

efo

Web design project while employed at Winston DC, where my team and I designed and developed rfsu.se in 2017. A long term client relationship with recurring projects such as *Metodbanken*, *UPOS* (Utbildning På Olika Språk) implemented within the site.



Metodbanken – an online web portal on rfsu for teachers to find inspiration and educational material and excersises. Sub-page to rfsu.se



Energimyndigheten

Art direction

Illustration

Web Design

Animation

The purpose of *Solelportalen* is to inform and educate swedes about solar power, available grants to apply for, the process of installing solar panels and other information. The goal was to create a friendly and easy-to-understand knowledge base and guide in a subject that might feel overwhelming for many. The result was an illustration-heavy web portal with vector drawn components to illustrate and explain processes and subjects.

The illustrations could be combined in compositions for an explanatory overview, or apart to highlight a certain areas. They were also into animated shorts for social media and other channels.



From Kingston to Göinge

Book Cover

"From Kingston to Göinge explore the role of history in popular culture with a particular focus on the Swedish reggae scene. The doctoral thesis – by Emilia Frölich – examines how cultural meaning applied to music bears strong connections to historical representations, and how individuals understand, communicate, and reproduce selective notions of the past in relationship to popular music."

And I got to design the cover.



Seehuusen's Bitters

Packaging

Logo Design

Illustration

Brand Images

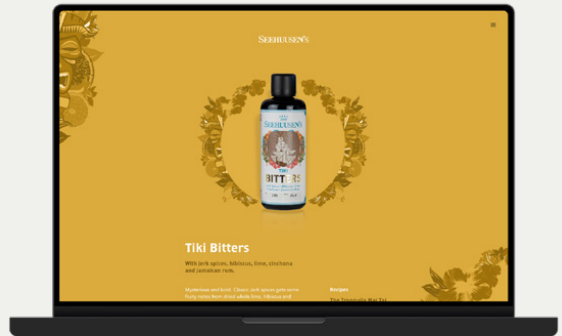
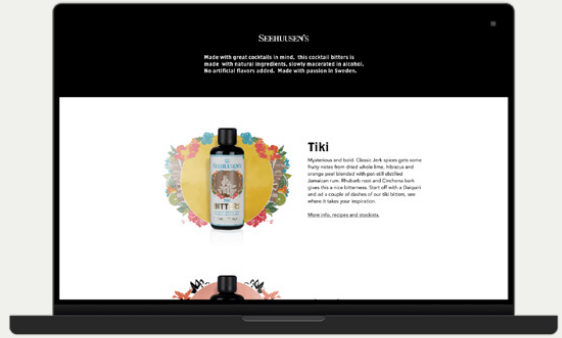
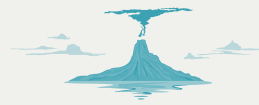
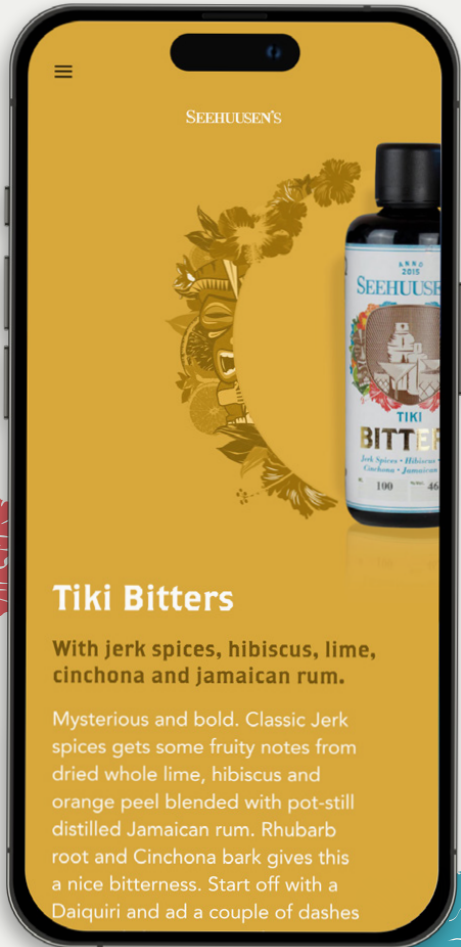
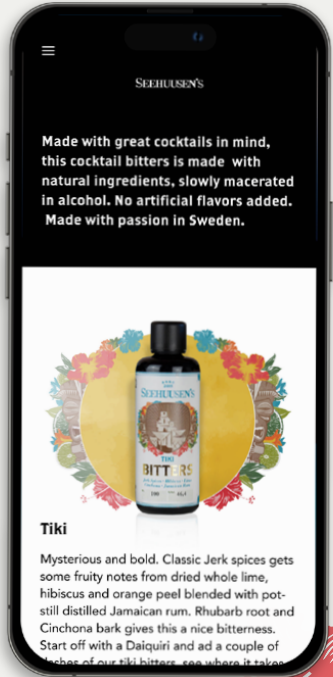
Logo and bottle label design for cocktail ingredient spirits. Concept design for landing page and product visuals based on illustrations.

SEEHUUSEN'S

Brand Images



Seehusen's Bitters



Winston DC

Brand Identity

UI/UX

Web Design

Brand update for digital design agency Winston DC, while employed at the agency. Winston DC were early in creating web design-projects with high accessibility rating – long before it became mandatory in public procurements – so internal standards were set high regarding contrast and legibility as well as for technical accessibility such as screen readers and keyboard navigation. In many cases we leaned into the WCAG guidelines. The extreme-sized breadcrumb is an example of this, as is the colorful palette of the visual identity where every color meet triple-A legibility with black or white text.

In an effort to retain the company website as a high quality source of knowledge from articles by the employees, a sidetrack of logo visuals were developed to reflect more light-hearted content, such as holiday wishes and current cultural references. Or just a fun way to show off design skills and mess around with our own identity. I designed the new logo and concepts but the overall project was a collaboration involving multiple other in-house designers and competencies.

Logotype



Article pages



Typeface

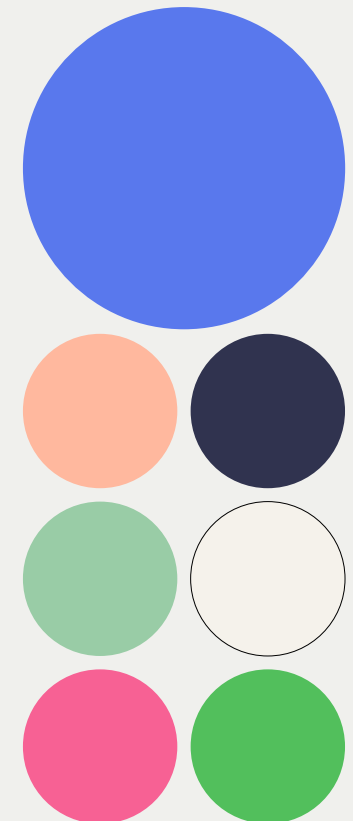
Euclid Flex Regular

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890
!?"#€&/•Ωé@†

Euclid Flex Light

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890
!?"#€&/•Ωé@†

Colors





Logotypes



Signific.

winston



SEEHUSEN'S



SOUTH
SURF

CV – Jesper Zachrison

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[LinkedIn](#)

[Behance](#)

Work

Freelance Brand Designer, Art Director and Digital Designer (2022—)

Client work for Sveriges Television, Rum Magazine, Stadsmissionen and Signific.

KAN Digital Agency (2020—2022).

Visual identities and UI designs for both campaign and web, working closely with UX Designers, Developers and Brand Strategists. Client work for GS1, Competella, Energiföretagarnas Arbetsgivareförening, GS-facket and Lärarförbundet among others.

Winston Digital Design Agency (2017—2020)

Art Director, UI Designer and on-site consultant. Clients included RFSU, Natur & Kultur, Energimyndigheten, Jernhusen, Perten Instruments and others. Strong focus on accessibility.

IK Stockholm Ad Agency (2015—2017)

Designer of brand visuals, print designs, direct marketing material and visual identities. Clients included Amnesty Sweden, Cancerfonden, Bring, Norrporten and Hammarby Fotboll.

Laika Consulting Communications Consultant (2010—2013)

Primarily work in the financial sector. Clients included SPP Fonder, Söderberg & Partners, Solidar Fonder and Inkludera Invest.

Freelance Graphic Designer (2009—2015)

Mostly traditional graphic design assignments such as yearly reports, layout design, logo design, packaging etc. Main clients and contracts where art direction for Söderberg & Partners Magazine, UI Design for MindApps SleepApp, Graphic Designer for Cliens Kapitalförvaltning and Art Director for Kingsize Magazine.

Lupo Design Agency (2007—2009)

Internship turned project-hired Graphic Designer. Primarily working with communication guidelines for DeLaval, and the kids' entertainment sections of campground chain First Camp.

Skills

Expert in Illustrator, Indesign, Photoshop, Figma, visual identities, typography, UI accessibility.

Proficient in After Effects, Principal, Fontself, Webflow, Redaymag, InVision, Camera Raw, Microsoft Office Suite.

Competent in brand theory and brand strategy, type design.

Advanced beginner in Chat GPT, DALLE-2, Midjourney, X-code, Swift.

Fluent in Swedish and English.

Education

MFA from University of Arts, Crafts and Design (Konstfack) 2004—2009

Graphic Design and Illustration (Bachelor) and Visual Communication (Master).

Stockholms Universitet (2009)

Spanska grundkurs (30p)
Filmmusik (15p)

Österlenskolan (2002—2004)

Art/crafts/design school in Skåne.

Lunds Universitet (2002)

Kulturvetenskap (20p)



Thank you!

**Hope to hear
from you soon.**

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