



Patrick Jakobsson

**Creative Art Director &
Visual UX Designer**

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www.villha.se

Summary

I am a self-motivated Visual UX Designer and creative Art Director. Been around in the IT industry since 1993, where the main focus has been on web and mobile sites. The assignments have ranged from small solutions to overall concepts that includes intranet, mobility, e-dm, cms, profiling, web, promotions, etc. with a focus on conversion.

As a designer I work with web design, brand ideas, illustrations, company profiling, usability, conversion processes and interaction design. I believe and concentrates on strong ideas, clear strategies and is attentive to details.

I'm focused, sociable, self-motivated and has the ability to move rapidly into new areas. My role often requires that I have to act as a link between the requirements and development, I also have experience in working agile, work well in teams and is good at supporting my colleagues.

I always have a good dialogue and collaboration with customers in order to find a solution that meets their requirements. I often take overall responsibility for the design process and the customer's user journey / experience: how well the design communicates visually stimulates moods, contrasts the features and highlights the company / brand to the end user.

In my spare time, I do enjoy painting, everything from pencil to oil paint. Work as a volunteer with homeless people. Train martial arts and train people in self-defense and of course spend time with my family. I love to be creative and get involved with several things at once. As a person, I'm happy, sociable and reliable. I do have the ability to be an excellent problem solver with an eye for detail and without prestige and takes on new challenges with great positivity.

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Phone: +46 733 713 004

Patrick's portfolio can be found here: www.villha.se

“Att apa efter andra kan vara bra men det är bättre om andra apar efter dig

- *Patrick Jakobsson*

Language

Swedish - Native language
English - Fluent

Role

Creative Art Director
Senior Web Art Director
Webdesigner
Visual UX Designer
Interaction Designer
Graphical Designer

Market Knowledge

IT industry, e-commerce,
publishing, education, banking,
government, automotive industry,
cosmetic industry, pharmaceutical
industry, security, construction,
sports, etc

Professional knowledge

Adobe Photoshop - Expert
Adobe illustrator - Experienced
Adobe InDesign - Experienced
Front-end utv - Basic
HTML - Basic
CSS - Basic
EPiServer - Experienced
Umbraco - Basic
SeoCMS - Experienced
Griddesign / Responsive - Expert
Application design
Concept of thinking
Designprofiles
Illustration skills
Offset print
Product packaging
Branding profile



Assignments



2018.08 - Present

Suez

Help lift the page so it reaches the right audience, make the page more appealing and easy to understand. Design a more user-friendly menu that has both visibility and ease of navigation. An important part of the assignment was to get the customer's website to breathe and market themselves against companies / B2B. Here's a big part to play a clear customer perspective. An important factor was the raising of values, customer promises and the company's vision. To take higher share of the market and improve its position in terms of organic search results than just sponsored. Be the lead star and speaker in the industry organization.

2017.11 - 2018.04

Kronofogden

For the government authority, the creation of Visual UX design for e-services and "My Pages" with due regard to accessibility laws. Wire frames, Graphic design, Interaction design, Crafts.

2017.07 - 2017.11

Sogeti Sverige AB

For six months, Patrick worked according to plan with various internal UX / AD work, as well as PoC's and sales support related to various innovative customer leads, procurement, offers, etc.

017.03 - 2017.06

Boliden Contech AB

Exciting and innovative project where the main task consisted of working out a whole concept as a customer pitch, of how to integrate Microsoft Hololens as a natural element of the choice of work tools and how it is thought to work purely practical.

In addition to developing a new user concept by Microsoft Hololens, the assignment contained an important component in which a storyboard in the form of pencils was presented. This is so easy to explain the concept to a more detailed level and to create a visual feel for the viewer.

2017.04 - 2017.04

Husqvarna AB

Imagine if your garden could talk to you on a more personal level, and your flowers, bushes and lawn may have their own characteristics! It was an idea that was born during an innovative workshop meeting between Sogeti Labs and together with one of Sogeti's customers.

My role was to develop a visual presentation with the help of concept design, visualization from thoughts and also illustrating rough sketches. It also meant photoretuiche and typographydesign.

2017.03 - 2017.03

Länsförsäkringar Bank & Insurance

How can we reach potential new customers in a smart and easy way who do not wish to have annual-bound insurance? How can you reach a new and discerning target group who wishes to manage its insurance and not to be binding? These are just a few of the many questions that were put together with a customer in the insurance industry.

A concept was sketched in the form of pencil sketches with storytelling, where you can easily sign one's insurance in seconds via secure login with BankId. A few seconds and you have a cartoon insurance that is used for as long as you wish. For example, when you're in a lift queue, you can sign an insurance with a few clicks using a qr code. Or, if you come to Winter Care and do not have insurance, you can easily get one on site.

2017.01 - 2017.02

Sogeti Sverige AB, Sogiti Talents

Create a user-friendly design for an app that will serve as an auxiliary tool to register future prospective colleagues at fairs and newly graduated students.

2017.01 - 2017.03

Swedbank, Investment report pitch

The assignment consisted of finding a new and more detailed way of presenting the private client's investments. The project consisted in many parts, including developing a visual functional demo within two weeks to the customer, but also web design that of course has the mobilefirst as a basis. Moodboard and newly designed charts were also taken.

2016.01 - 2017.01

Be a Superdad

In my home with my little princess and be a mulitasker and a awesome dad.

Assignments

2016.11 - 2017.02

Dlish

Dlish is a new chain where you find juices, smoothies and protein shakes. You will also find useful options like salad, hot dishes and wraps. I had free hands to develop a logo that would reflect the business and its range. We also worked on a simpler graphical profile that included a separate icon and image language. Within a few weeks, printed matter, webpage and profile were ready.

2015.01 - 2015.11

The Arbitration Institute of the Stockholm Chamber of Commerce (SCC)

Patrick was commissioned to modernize the website of the Stockholm Chamber of Commerce Arbitration Institute (SCC). The website was non-responsive, out of date and did not reflect its new brand image. SCC also had a hard worked CMS and included a variety of old pages that were no longer relevant. A driver analysis, UX design and IX-design was carried out.

The assignment was to develop a visual identity for the web that fits responsive design, which was previously missing. Patrick based the new ideas on the SCC's profile color, and in addition developed a consistent color scheme with associated diagrams. At the end it would reflect Sweden with new icon language and typography.

2015.04 - 2015.10

Nockeby Parkett

The webpage was in great need of a new design that must create a sense, gain image focus on the services and create an sense of sense of sense. The design on the page should be as appealing as possible, both in image and text form so it creates a sense of expertise that leads to a conversion. The page also has the function of strengthening the brand and demonstrating that Nockeby Parquet is an expert supplier of its services.

2014.03 - 2015.06

Svenska hem

Patrick had the task of reviewing Svenska Hem's outdated website which had an unclear navigation tool, small images and cumbersome process to add new products to the CMS system. There was a strong need to strengthen the brand, both internally facing affiliated stores as well as externally to the consumer.

Patrick focused on highlighting environmental images, displaying photos of furniture as a whole, and over these mark the products available in the image so as to provide inputs to the furniture. He developed a website that both inspires the purchase, and encourages users to visit the shops.

2014.03 - 2015.06

Sanoma Group

Sanoma is a group within the media and educational material with approximately 10,000 employees around Europe. Their activity is based on high quality, relevant and capturing content that they offer millions of people packed in attractive brands.

Sanoma Education asked for a unique website design that would follow their graphical interface, yet be different from the rest of the group. Patrick developed a new navigation, and provided a clear overview of the information about their services and materials. The mission included the strategy, concept, design and a digital design manual.

2014.01 - 2014.11

K-Rauta

Patrick created a design inspired by various brokerage pages because Attefallshuset has a similar content, for example, descriptions, photos and drawings.

Patrick also simplified the flow of the planning and construction process to simplify and show users how it works step by step in the process. Call-to-actions were placed at selected locations for the best effect.

2011.01 - 2014.11

Lexia Provia

Lexia and Provia are reading and writing tools intended for students with dyslexia and / or language-related learning disabilities. The application software has been available in most schools for more than 20 years.

The aim of the project was to develop a complete designmaneuver. Another included a web-based version of responsive resolution between the desktop and the plate. Key elements involved clarifying the icon language, illustrations designs, imagery, color scheme, typography etc. This will thus highlight both the students' work as well teachers work view.

It was therefore natural to think W3O already in the planning stage. One of the key requirements was that Lexia and Provia would also be user-friendly for people with low vision and color blindness. Patrick collaborated closely with both the teachers who are the end users and also for Special Needs Education Agency.

Assignments

2013.05 - 2013.10

Bonnier Bokklubb

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2013.01 - 2013.12

Stjärnumakarna

For the government authority, the creation of Visual UX design for e-services and "My Pages" with due regard to accessibility laws. Wire frames, Graphic design, Interaction design, Crafts.

2012.01 - 2012.07

Bonnier Kirjat Suomi

For six months, Patrick worked according to plan with various internal UX / AD work, as well as PoC's and sales support related to various innovative customer leads, procurement, offers, etc.

2012.01 - 2013.06

Cervera

Exciting and innovative project where the main task consisted of working out a whole concept as a customer pitch, of how to integrate Microsoft Hololens as a natural element of the choice of work tools and how it is thought to work purely practical.

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2011.03 - 2012.02

Hemmabutikerna

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2010.11 - 2011.02

Bazarforlag AS

How can we reach potential new customers in a smart and easy way who do not wish to have annual-bound insurance? How can you reach a new and discerning target group who wishes to manage its insurance and not to be binding? These are just a few of the many questions that were put together with a customer in the insurance industry.

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2010.01 - 2010.04

AIK Hockey

Create a user-friendly design for an app that will serve as an auxiliary tool to register future prospective colleagues at fairs and newly graduated students.



"Collaborating with Patrick, I feel that creativity and innovation. With a twinkle in his eye, he presents his innovative proposals for solutions that usually works immediately. Without having detailed knowledge of our labor area with dyslexia, turns out to have surprisingly Patrick easy to assimilate the essence of what we want to accomplish and shape their thoughts based on these insights. "

- **Martti Mårtens**

leg.logoped and one of two authors/founders of Lexia and Provia.

"Patrick is an accomplished multitasker. He manages multiple projects and people effectively even if the time frame is tight. He also possesses a very creative talent that he applies in his work, which is then reflected in the end result. We have always had a good dialogue with our collaboration with Patrick and look forward to more Cannon launches in the future."

- **Marcus Dahl**

CEO/Owner Dahlskinicare

Find portfolio at:

www.villha.se



Employments

Sogeti Sverige AB, 2017-Now

Creative Art Director,
Visual UX-Designer

Be a superdad, 2016-2017

Multitasker Parental leave

Limetta AB, 2010-2016

Senior Art Director

Getupdated Internet Solution, 2008-2010

Senior Art Director

Solarplxys management AB, 2006-2008

Art Director

VillHa, 2002-2005

Freelance: Web Design, Web Solutions, PRofile
Manuals, Illustration, Offset, Promotional figts, etc

IV KÖK & enbar, 2003-2004

Operation, Interior design, construction, menu
composition, Chef, Bartender, purchasing etc

Open IT, Art & Communication AB, 2000-2002

Art Director

IT Intention AB, 1999-2000

Web Designer

Wide Business Development AB, 1997-1998

Web designer

Military Service 1995-1996

NSKY, Doghandler/trainer

Tele2 AB, 1993-1997

Internet Backoffice Support

Education & Courses

NTI-Skolan, 1996-1197

Color and form in movement for digital media

Paperhandeling for offset, 2001

Papyrus AB

Sogeti AB, 2017

Scrum, Introduction to Scrum, 2 days

Funka AB, 2018

WCAG2.1 Webbutbildning