

# JOACHIM LÖFSTEDT

Digital Designer & Photographer

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## EXPERIENCE

### Fancy

November 2011 – September 2019

Digital Designer

Since I joined Fancy in the end of 2011 I have been leading the design effort for the company. Together with the team I have designed and developed a social shopping experience used by millions of people.

### Freelance

April 2007 – Present

Designer

Working as a freelance designer for more than ten years has helped me improve my design and communication skills. It has taught me how to run my own business and how to handle all aspects of the creative process with local as well as global clients in a professional manner.

### Keyflow AB

April 2011 – May 2012

Digital & Interaction Designer

Keyflow is your key to global nightlife, providing event service platforms to nightclubs and guests. I was in charge of the design and user interaction for Keyflow when launching the platform for smartphones and the web in 2011.

### Identity Works AB

February 2011 – June 2011

Digital Designer

During my time at Identity Works in Stockholm I had the opportunity to work with some of the largest brands in Sweden such as Spotify, TV4, Rodebjer, Twilfit, Pocketshop & Swish.

### GivAkt Information AB

September 2009 – June 2010

Web Designer

I worked at GivAkt, one of southern Sweden's largest communication agencies, during my Linnaeus University internship for three months. I also wrote my bachelor thesis at GivAkt for another five months.

## SKILLSET

### Specialties

Visual Design  
Illustration & Icon Design  
User Interface Design

Information Architecture  
Content Management Systems  
User Experience Testing

### Technical Knowledge

Semantic HTML / CSS  
Basic PHP / JavaScript  
Adobe Creative Suite

## EDUCATION

### Linnaeus University, Sweden

August 2007 – June 2010

Bachelor's degree in Interactive Digital Media

"The Interactive Digital Media program will prepare students for work on the development of interactive digital media and other media technology applications in a modern information society. The program also prepares students for further studies in computer and information science subjects. Studies helps to create a profession in areas such as web development, media production, information and interaction design."

### Teknikum, Sweden

August 2004 – June 2007

Information Technology Programme, Secondary School

Secondary school that combined basic subjects with more advanced math and physics courses. Additional studies in information technology with focus on Cisco Certified Network Associate (CCNA) and Web Design.

## RECOGNITION

### Markussens Scholarship

June 2009

Markussens Study Foundation

I have received Markussens Scholarship for ambitious studies and excellent performances at Linnaeus University.

## FEATURED IN

### Press

Bloomberg  
TechCrunch  
Business Insider

Fast Company  
The Next Web  
Forbes

### Showcases

Smashing Magazine  
Awwwards  
siteInspire