

PROFILE

Consultant with **30+ years in the industry** — from art direction at agencies to UX/UI design for digital products and brands. Has worked at advertising agencies, web studios and design consultancies since the early 90s, went independent in 2011 and has run **Blacktip AB** since. Experienced in owning the full design process: brief, concept, visual identity, prototype and delivery. Currently working actively with **AI-driven design** — prototyping, design systems and production work in Claude Code and Claude Design.

SELECTED WORK

Conifer Vision

2024

Visual Identity, Logotype, Art Direction, Web

Complete brand identity and launch website for a Swedish precision forestry company.

Länsförsäkringar

2018–2024

Illustration, UI Design, Design Systems

Six years as an in-house design consultant — illustrations for the consumer website, groundwork for LF's design system, UI/UX ownership of Förmedlarsidan (B2B portal for independent brokers), and a redesign of an internal CRM tool for advisors.

iZettle

2011

UX, UI, Visual Design

Marketing website and user portal for fintech startup iZettle — Blacktip's first client at launch in 2011.

ASSA ABLOY

2012–2016

UI Design, Web Design, Infographics

Four years as digital design partner for the world's leading lock and security group. Corporate site, global intranet, annual reports and a B2B e-commerce portal.

Telia, Scania, ICA, Vattenfall, Airtours, Synsam, H&M, Volvo, SJ, SKF & more

2011–

Varied — campaigns, identity, web, UX

Ongoing assignments across a wide range of industries and disciplines.

SKILLS

Art Direction
UX & UI Design
Design Systems
Brand Development
Technical Illustration
AI-driven design

TOOLS

– Figma
– Fusion 360 (3D)
– KeyShot
– Claude Code / Claude Design

INDUSTRIES

– Fintech, Banking & Insurance
– Telecom
– Retail & E-commerce
– B2B & SaaS
– Defence
– Travel & Tourism

EDUCATION

Technical Upper Secondary School

4-year mechanical engineering programme
1986–1990 · Eskilstuna

Mälardalens Högskola

Technical Illustration
1990–1992 · Sweden

Bournemouth & Poole College of Art & Design

HND Technical Illustration
1992–1993 · Bournemouth, England

RMI Berghs

Design Management
Stockholm