

brand designer &
art director

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LASSE REESE VIKSNINS JOHANSEN



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Art director and brand designer based in Aarhus. Specialized in shaping visual identities and concepts that elevate brand communication. My focus is always on creating solutions with edge, clarity, and context.

EXPERIENCE

FREELANCE DESIGNER

Collaborating with Danish and international brands on visual identities and websites – including a merchandise company based in Los Angeles. 2024–

GRAPHIC DESIGNER & ART DIRECTOR

Responsible for brand universe, storytelling, digital identity, and a comprehensive website revitalization for the Danish design brands Cosani and Frostline. As a result of this work, Frostline is now one of the leading players in its field. 2022–2025.

ART DIRECTOR

Praktik hos det kreative bureau ZUPA. Arbejdede med idéudvikling, visuel konceptualisering, kampagneformater og pitches. 2024.

EDUCATION

VISUAL COMMUNICATION DESIGN

Internship at the creative agency ZUPA. Worked with concept development, visual conceptualization, campaign formats, and pitches. 2024.

MULTIMEDIA DESIGN,

*Higher education at Aarhus Business Academy.
Internship at Cosani & Frostline. 2021–2023*

AWARDS & PROJECTS

/ Shortlisted for Young Creative Circle Award, 2025

/ Winner of ECO Interior Design Award, 2024

/ Artwork exhibited at Socle du Monde, HEART Museum, 2024

/ Founder of A Pen Company, 2024

/ A Pen Company featured on Siteofsites.com, 2024