

art director &
brand designer

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lasse reese

viksnins johansen

Creative based in Aarhus with several years of experience creating and developing brands and concepts that are both seen and felt. It takes courage, an understanding of both strategy and craft – and the technical and aesthetic skills to make ideas happen.

Experience

Art Director

Jes Media
Oct 2025 (*Present*)
Aarhus, Denmark

Responsible for the agency's rebranding and creative direction across clients and projects. Develops concepts, campaigns, and visual identities, ensuring that strategy and aesthetics work hand in hand across all deliverables.

Founder

A Pen Company
Dec 2024 (*Present*)
Aarhus, Denmark

Founder and Art Director responsible for the brand's visual identity, communication, and digital presence. Developed a complete brand universe – from concept and packaging to e-commerce and content – focusing on design, storytelling, and craftsmanship.

Freelance Art Director

Lasse Reese Studio
Dec 2024 (*Present*)
Aarhus, Denmark

Freelance Art Director specializing in branding, concept development, and digital design. Collaborates with Danish and international clients – including Mundfuld Studio – handling the full process from idea and strategy to final creative execution.

Brand designer

Cosani & Frostline
Dec 2021 – dec 2024
Aarhus, Denmark

Responsible for brand universe, storytelling, and digital identity for the Danish design brands Cosani and Frostline. Led the complete revitalization of both brands' websites and visual direction – focusing on positioning, user experience, and the balance between aesthetics and function.

Jesper

CEO

"Lasse has played a significant role in developing our company and our market profile. He took independent responsibility for Frostline's visual identity and helped establish structure for sales, customer experience, and digital marketing."

Art Director (Internship)

Zupa
Apr – Jun 2024
Aarhus, Denmark

Internship as Art Director at the advertising agency Zupa, focusing on concept development, strategy, and execution. Contributed to developing the concept and visual direction for a nationwide campaign for an international retail client.

"We experience Lasse as pleasant, thorough, and hardworking, bringing great energy to the office. He works independently, delivers high quality, and consistently elevates projects from idea to final expression."

Education

BA in visual communication design

VIA University, Aarhus Denmark
Jul 2023 - Dec 2024

Bachelor's program focusing on strategically anchored design to develop unique visual communication solutions based on societal trends, user research, and emerging technologies – aiming to elevate business concepts through design thinking.

AP Degree in Multimedia Design

Aarhus Business Academy
Jul 2021- Jun 2023

Focused on technically driven design and digital production. Combines creative concept work with practical skills in web development, UX/UI, and interactive solutions – built on user insight and strategic thinking to create valuable digital experiences.

Awards, features & projects

- Shortlisted – Young Creative Circle Awards (YCCA), 2024
- A.P.C. featured on Siteofsites.com, 2024
- Winner – ECO Interior Design Award, 2024
- Artwork exhibited at Socle du Monde, HEART Museum, 2024

Skills

- *Core skill:* Developing creative concepts and visual identities that define and elevate brands.
- Executes at a professional level within graphic design, video, and animation.
- Unites strategy, aesthetics, and performance in impactful campaigns.
- Experienced in managing projects from idea to final delivery.
- Works cross-disciplinarily to create visual coherence across media.
- Naturally integrates AI tools in the creative process.
- Designs and builds digital solutions in WordPress and Shopify.

Tools

Photoshop, Illustrator, InDesign, Lightroom, WordPress, Shopify, WooCommerce, Figma, Adobe XD, Midjourney, ChatGPT, Adobe Firefly, ElevenLabs, Premiere Pro, After Effects, Runway, PowerPoint, Klaviyo, Canva, Notion.