

art director &
brand designer

+45 31 47 38 39

lassereese@live.dk

www.lassereese.dk



lasse reese

viksnins johansen

Art Director and Brand Designer, with more than 5 years of experience in architecting distinctive brands and concepts. I don't just create bespoke visuals. I have the technical know-how to bring them to life beyond aesthetics.

Experience

Art Director

Jes Media

Oct 2025 (*Present*)

Aarhus, Denmark

I am responsible for building the creative department within the performance agency JES Media. My work focuses on developing concepts, campaigns and visual identities, and on raising the creative standard across clients and projects. I do more than define the aesthetic direction. I guide the visual output through strategic insight, audience understanding and solutions that genuinely resonate with the people we want to reach.

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

ADlinjen (Art Direction course)

Den Danske Reklameskole, Aarhus
Jan 2026 - Jun 2026

Practice-based art direction program taught by leading industry professionals, focused on real-world briefs and concept development.

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), 2025
- 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.