



Jakob Folin

Art Director / Graphic Designer

📍 Stockholm, Sweden

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Languages

English (Fluent)

Korean (Basic)

Swedish (Native)

About

BRANDS WORKED WITH

Best of Brands

Lidl Sverige

Oute

Sambla Group

Experience



● Senior Brand Designer

Sambla Group | Jun 2022 - Now

At Sambla Group I am responsible for the visuals within brand marketing under the brands Sambla and Advisa. This includes designing out-of-home ads, illustrating brand assets, art directing photoshoots and giving creative input within the marketing team.



● Co-Founder

Oute | Oct 2021 - Now

In 2021 me and two business partners launched Oute.se, an e-com retailer for outdoor accessories and equipment. My role in this project was designing the brand identity and creating the wordpress website.



● Art Director

Best of Brands | Jun 2020 - Jun 2022

After my employer Campadre's acquisition of Best of Brands (early 2020) I began my new role as Art director for our new brand. During my time as Art director I launched a new brand identity, directed photoshoots and produced magazine ads, newsletters, banners and social media content.



● Graphic Designer

Lidl Sverige | Aug 2013 - Aug 2017

As a graphic designer at Lidl I learned to work with short deadlines and the many inputs from different stakeholders within the company. Some of my daily tasks were laying out the weekly commercial leaflets and campaign material, creating ads for print, designing online banners and producing social media content.