

CV INTRODUCTION

The first page of my CV is an overview. Second page will contain a more detailed description of each work experience

WORK

- 2020: Senior Creative Designer at Spring Production, Saigon
Current
- 2019: Senior Graphic Designer at Capture One, Copenhagen
1 year
- 2018: Art Director at BrandBinders, Seoul
4 months
- 2017: Art Director at Leanius, Copenhagen
7 months
- 2015: Lead Designer at NextAeon, Seoul
1 year & 10 months
- 2014: Graphic designer PLATOON COMMUNICATIONS, Seoul
4 months
- 2011: Graphic designer at University College Sjælland, Sorø
1 year & 10 months
- 2008–2010: Graphic designer at Ret&Råd Advokater, Copenhagen
2 year & 3 months
- 2007–2008: Trainee at IO Interactive, Copenhagen
1 year

EDUCATION

- 2019 Bachelor in Brand Design, KEA
January: Exchange at Hanyan University. Average school grades 10(B) at KEA
- 2015: Graduated in Multimedia Design and Communication, KEA
Exchange at Konkuk University. Average school grades 11(A) at KEA
- 2010: Graduated as media graphic designer
Specialization in Design Creativity, Layout and Photo editing

ACCOMPLISHMENTS

- 2016: Received the GoodDesign award
I was the designer behind a revolutionary VR platform
- 2012: Guest lecturer in visual communication at Rødding Folk High School
1 months lectures in visual communication from ideation to execution
- 2011: Established my company with 2 years of sustainable profit
Established my company in my early 20's and accomplished to take in huge clients in the public sector



Jonas hasle

Art Director from Denmark,
with international experience.

I create beautiful design
with a smile on my face.

E-mail: grafik@j-hasle.dk

Skype: Hasle4230

Web: j-hasle.dk

Programs

Ps Xd Id Ai Dw Pr

Languages

Fluently level Danish/Dansk and English.

I am basic level in Korean/한국어.

I am low level in Japanes/日本語 & Vitnamese/Tiếng Việt

DESCRIPTION OF WORK

The following will be a short description of my experience gained from each work place

Senior Designer Designer at Capture One

As the only Senior Designer at Capture One, I am responsible for developing and ensuring visual material of the highest quality and on-brand. By constantly seeking to optimize and raise sales, I also work towards developing a long-term, stronger visual brand identity. Most months we experience **sales growth around 30 to 40%**.

Art Director at BrandBinders

I spend my summer 2018 at BrandBinders Seoul, Korea. My role was branding across global borders. With years of work experience in Europe and Asia this was an amazing and exciting job. I was doing practical graphic work but also doing creative direction.

I solved assignments for the German cosmetic brand **BadeFee** and also developed a game platform and cryptocurrency design named **Pling Games**.

Art Director at Leanius

Leanius is a branding and advertising agency with a focus on narrating brand stories. At Leanius I was responsible for the visual languages for both Leanius and our clients.

Branding and rebranding for complex companies by understanding their core history, values and key features. I was the art director for the brand platform at the global firm **Albumedix Ltd**.

Lead Designer at NextAeon

At NextAeon, my role was web designing and web concept development. I have been taking care of designing web solutions and branding; From pitching, initial design, client contact and to finalization.

I have been collaborating with: **LG, Seoul National University, UNIST University** and **UNESCO**. I have been working with concept development of a future virtual reality apps. This product has won **GD design award**.

Design intern at PLATOON COMMUNICATION

At PLATOON COMMUNICATION I got the chance to work with movement marketing advertising. I have been working with big brands like: **Mercedes Benz, Eucerin** and **Levi's**. I have been working in digital and print media: everything from BTL's to social media.

I have done a lot of ideation on pitching and presentation design for pitching. It has been entertaining and inspirational to be a part of this process. Every day working in this field have confirmed in my love for advertising.

Graphic designer at University College Zealand

My main job at University College Zealand was to create visual identity for the research projects, which was typical logos, business cards, websites and books.

Graphic Designer at Ret&Råd Advokater

In Ret&Råd, I worked in the marketing department. Here I learned how to work independently as well as being part of a team, depending on the task at hand.

My main work here consisted of advertisement (mostly for magazine and newspaper), invitations and brochures. I have also contributed to concept development and graphic design for five different campaigns.

OTHER WORK AND INSPIRATIONS

I get the majority of my inspiration from my everyday life. From big art museums, and design events, to small galleries and local trends.

I also get significant inspiration from Asian culture in general; From the traditional Chinese alphabet, to the futuristic design, and architecture found in innovative Asian cities like Seoul and Tokyo . I have lived in Korea for more the 3 years, and have worked both there and in Japan.

One of my hobbies is graphic novels. I have been volunteering at Copenhagen Comics Festival three times. Its a pleasure for me to help and serve the guest at the event.

TESTIMONIALS

I have gathered a lot of recommendations through my work life. Underneath is a few testimonials to sum up the highlights from them.



"A rare mix of AD meets DTP meets project manager, Jonas is proof that great creativity and unwavering discipline are not two opposites"

– Tue Ingemann Paarup, Partner at Leanius

"Jonas's creativity and desire to create perfection is impressive. He is one of the best talents I have seen, very quick and precise in his design works"

– Tju Lee Schultz, Marketing director at Skelter Labs



"He works to create perfection and his creativity goes well beyond any bounds I have ever seen"

– Ken Kim, Entrepreneur, founder of YouVR and CEO of NextAeon

"He showed strong creative skills and combined with his nice and fun personality, he can only be regarded as an added bonus to every context in which he works"

– Rasmus Sigvaldi, Associate Professor/Design and Visualization at KEA

