

# KENNETH JANSSON

ART DIRECTOR / GRAPHIC DESIGNER

PHONE: 917.207.7916  
MAIL@KENNETHJANSSON.COM  
KENNETHJANSSON.COM

## EXPERIENCE

Currently an employee of AOL / Huffington Post Media Group, where I'm working on redesign on the Huffington Post website and a couple of AOL's properties (AOL TV / StyleList). Over the years, I have worked on projects involving logo design, book design, website design and online promotion for clients such as *Samsung, Panadol, Match.com, MSN, Clear* and *Chemistry.com*. As a designer and art director at *Hanft Raboy & Partners* (NEW YORK, JANUARY-DECEMBER 2008) I handled client presentations and managed a small design team. As a freelancer, I have worked both directly towards clients (2002-2008) and through the agencies *Grey Group* (NEW YORK, FEBRUARY-MARCH 2011), *People Ideas & Culture* (NEW YORK, JANUARY-FEBRUARY 2011) and *DNY Unleashed Inc.* (NEW YORK, AUGUST 2010-MARCH 2011). I have been actively involved in every phase of a project life cycle, both from the design and the business side, managing several projects on my own, or with a small team.

- **AOL / Huffington Post**, NEW YORK  
SENIOR GRAPHIC DESIGNER March 2011—(ongoing)  
Working on redesigns for Huffington Post and AOL properties (Web)
- **Grey Group**, NEW YORK  
ART DIRECTOR February—March 2011  
Freelance project to art direct, design, and oversee production of "Body First"—a campaign brand book for Panadol (Print)
- **DNY Unleashed**, NEW YORK  
ART DIRECTOR August 2010—March 2011  
A number of freelance projects, including the company's visual identity (Logo, Business card, Print) and online promotions for Match.com and Clear.com (Web).
- **People Ideas & Culture**, NEW YORK  
ART DIRECTOR January—February 2011  
Freelance project to put together the winning pitch for Mohegan Sun (Print / Web), redesign Samsung's homepage (Web), and art direct, design and lead the team for a Flash website for Now What Research (Web)
- **Maria Gamb**, August 2010 (Book cover)
- **Nathalie Boujenbe**, May 2010 (Logo, Business card)
- **Stephanie Gunning**, April 2010 (Book cover)
- **Olof Boman**, December 2008 (Website)
- **Hanft Raboy Unlimited**, NEW YORK  
DESIGNER / ART DIRECTOR January—December 2008  
Worked on website design and online promotion for clients such as Match.com, MSN, Navigenics, Chemistry, Ask.com, LivePerson, Fonality, Primal Ventures, TuitionTree (part of LendingTree), and WePlay (Web).
- **UNIQIDS**, April 2008 (Logo)
- **Greenberg, Dauber, Epstein & Tucker**, December 2007 (Website)
- **7th Empire Media**, November 2007 (Website)
- **Sholay Productions**, May 2006 (Website)
- **Carl Olof Berg**, March 2004 (Website)
- **Celia**, August 2002 (CD cover)

## EDUCATION

- **Bachelor of Fine Arts**, Electronic Design and Multimedia, **City College of New York**, 2010
- Diploma, Web Design, **New York University**, 2005
- Professional Dancer Program, **The Ballet Academy**, STOCKHOLM, SWEDEN 1993

## SKILLS

- **Adobe Creative Suite**: Illustrator, InDesign, Photoshop, Dreamweaver, Flash
- **Microsoft Office**: Word, Excel, PowerPoint
- **Programming**: HTML, CSS, ActionScript
- Proficient in English, Swedish

REFERENCES WILL BE GIVEN UPON REQUEST