

## CV INTRODUCTION

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

## WORK

2023	Creative Director at MO, Seoul Current
2022	Senior Digital Designer at Wunderman Thompson, Copenhagen 10 months
2021	Art Director at Trade Agency, Copenhagen 1 year & 2 months
2020	Senior Creative Designer at Spring Production, Ho Chi Minh City 1 year
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 at Platoon Communications, Seoul 4 months
2011	Graphic designer at University College Sjælland, Sorø 1 year & 10 months

## EDUCATION

2019	Bachelor in Brand Design, KEA 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 Trainee at IO Interactive and Ret&Råd Advokate

## ACCOMPLISHMENTS

International	Worked in 4 different countries Denmark, Japan, Vietnam and Korea
Award	Award-Winning Design Good Design Award in 2015 for a VR platform
Teaching	Educational Contributions Guest lectures in visual communication at Rødning Folk High School
Business	Established my company Started a successful business in my 20s. sustaining myself on its profits for several years
Personal	Life Milestones Completed a marathon and married my love



## JONAS HASLE

Creative director from Denmark with international experience. Create beautiful design with a strategic foundation.

E-mail. grafik@j-hasle.dk

Web: j-hasle.dk

LinkedIn. j-hasle

Instagram. haslejonas

## Skills

Design Thinking  
User Experience (UX)  
Branding  
Ideation  
Creative Leadership

## Programs

Figma  
Creative Cloud  
FireFly  
PowerPoint

## Languages

Fluently level Danish/  
Dansk and English.  
I am basic level in Korean/  
한국어

## DESCRIPTION OF WORK

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

### Senior Digital Designer at Wunderman Thompson

At Wunderman Thompson, I served as the design lead for two major clients, namely The Coca-Cola Company and Shell, with a heavy focus on CRM. Working closely with global teams.

### Art Director at Trade Agency, Copenhagen

As the Art Director at Trade Agency, my job was the conceptualization of product launch campaigns for fast-moving consumer goods, the conceptualization of branded spaces, and the design of merchandise. I worked with clients like: Pepsi, Heineken, and Doritos.

### Senior Creative Designer at Spring Production, Ho Chi Minh City

As the Senior Creative Designer at Spring Production my job was: QC creative output from coworkers and supervise and create creative directions for clients. Some of the clients I was involved with was: Danske Bank, Hyundai, ZUPA and Spring Productions' own marketing materials.

### Senior Graphic Designer at Capture One, Copenhagen

I was head of the graphic department. We was 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. We experience sales growth around 30 to 40% monthly.

### Art Director at BrandBinders, Seoul

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, Copenhagen

Leanius is a branding and advertising agency with a focus on narrating brand stories. 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, Seoul

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.

### Graphic Designer at PLATOON COMMUNICATION, Seoul

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, Sorø

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.

## 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 at Okinawa, Japan and HCMC, Vitnam.

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 Platoon Communications



*"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

