



Jannick S. Larsen

 POJSL.DK

 +45 29 44 26 17

 jsl@pojssl.dk

 [linkedin.com/in/pojssl](https://www.linkedin.com/in/pojssl)

 [behance.net/pojssl](https://www.behance.net/pojssl)

 Valby, København

SKILLS

Art direction
Brand Design
Concept development
Digital design
Creative communication

CREATIVE TOOLS

Figma
Adobe CS
Photoshop
Premiere
Illustrator
InDesign
After Effects
Midjourney
Runway ML
Ableton

LANGUAGE

Danish : Native
English : Pro
German: Limited
HTML: n00b

SUMMARY

Creative problem-solver with a diverse background in digital design and communication. I enjoy tackling complex challenges and turning them into clear, engaging solutions. Driven by curiosity, I have a strong interest in everything digital, trends, culture and the future we are moving towards.

EXPERIENCE

LIQUIDMINDS November 2024 - present
Senior Art Director

Concept development and design of creative communication and campaigns, BTC, B2B, employer branding and life science.

ADTOMIC August 2021 - November 2024
Senior Art Director

Developing, designing and executing global campaigns and concepts for international brands.

IKEA DENMARK October 2019 - August 2021
Communications Specialist | Creative

Creative concepts, design and execution of corporate, internal and external communication and campaigns.

ADAPT AGENCY August 2016 - October 2019
Senior Art Director | Art & Design Lead

Digital design, visual identity, communications- og SoMe strategy for E-commerce brands and organisations. Lead for the Art and Design team on projects through the concept, design, execution and optimisation phases.

WE LOVE PEOPLE June 2011 - August 2016
Digital Creative

Digital art direction, concept development of creative communication and digital solutions

PREVIOUS EXPERIENCES 1996 - 2011

BATES Y&R | Graphic Design | Final Art

PROPAGANDA MCCANN | Graphic Design | Final Art

FREELANCE | Graphic Design | Creative | Art direction

SAATCHI & SAATCHI | Graphic Design | Final Art

PUBLICIS | Graphic Design | Final Art

SELECTED BRANDS

ASSA ABLOY, Boehringer Ingelheim, Bondex, Carlsberg Byen, Coca-Cola, The Danish Cancer Society, DR, DTU, GORI, IKEA, Interflora, Leo Pharma, Novo Nordisk, Red Bull Music Academy, TrygFonden, VELUX, Ørsted

SPARE TIME

Surfskating, DJ'ing bass music with the OHO! crew. Likes classic cars, racing, NFL and 80s skateboards. Dog owner and family man.