

CONTACT

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SKILLS

Art Direction, Design Lead,
Brand Design, Marketing &
Content Strategy,
Advertising, Motion Design,
UI/UX, Interaction Design,
Video Editing, Animation,
Print, Prototyping,
Wireframing, Usability
Testing, Design Systems,
WCAG, UCD, SEO, AI
Integration, ChatGPT,
Midjourney, Agile, Scrum,
HTML/CSS, Javascript,
Typescript, Vue, React

SOFTWARE SKILLS

Adobe Suite, Figma, Sketch,
DaVinci Resolve, Hubspot,
Mailchimp, Intercom, Google
Analytics, Jira, Trello, Hotjar,
Visual Studio Code, Google
Lighthouse



About Me

For over 25 years, I've specialized in Art Direction, Brand Design, Graphic Design, and User Experience Design - transforming ideas into impactful, real-world solutions across TV, business, and digital platforms .

I create brands and products that work together as a cohesive whole, combining clear messaging, strong visuals, intuitive interfaces, and user-friendly experiences. Every piece fits into a consistent bigger picture, earning trust and leaving a lasting impression.

To me, design is clarity. It's not about decoration - it's about solving problems, delivering results, and focusing on the user journey at every step.

In short, I turn bold ideas into designs that work.

Selected Projects

YOUCRUIT GROWTH HACK EMAIL

Designed and executed an email campaign that matched job applicants with employers using a parsed database. By combining thoughtful design with compelling messaging, I achieved a 13%+ conversion rate — significantly surpassing the industry standard of around 2%. This resulted in new customer sign-ups for YouCruit roughly every 5 seconds, sustained over several months.

LANEFINDER JOB APPLICATION UX FLOW

Using common practices for trucking job applications on the Lanefinder app and website resulted in very few responses. I

overhauled the UI/UX by introducing a pre-screening feature that provided employers with key details upfront, followed by emails and notifications to gather more profile data. This led to a massive spike in applications, growing from just a few to thousands each month.

LANEFINDER FIGMA, MARKETING AND VUE.JS COMPONENT LIBRARY

Designed and built a complete component library in Figma, then implemented it in TypeScript and Vue. The library was synced across design, development, and marketing, significantly boosting development speed, enhancing visual consistency, and substantially improving efficiency across all departments.

SVERIGES TELEVISION 'PÅ SPÅRET'

Designed the branding and motion graphics for the popular Swedish SVT show 'På Spåret'. The visual style became iconic, and even with changes over the years and other artists involved, my original concept still remains.

YOUCRUIT & LANEFINDER UI/UX

Designed user-focused UI/UX for all Lanefinder and YouCruit platforms, earning high praise in multiple target group surveys.

SIXTY CARDS

Built an entire Magic: The Gathering community platform from the ground up, independently using WordPress. Designed and developed the site to allow players to showcase their decks to the world, attracting over 2,000 users in just two months through highly targeted and effective marketing strategies.

Work Experience

NORDIC MARKETEERS

Consulting Marketing & Brand Strategist

ASSIGNMENT (STARTED JUL 2024)

Nordic Marketeers is a network of experts helping companies create impactful marketing strategies — from building websites to crafting messaging and driving engagement.

- **Brand strategist:** Consulted on developing a unique and recognizable USP to stand out in a competitive market.
- **Digital strategist:** Guided clients in designing impactful websites and implementing measurable, results-driven marketing strategies.

FAUNAPOOLEN

Consulting Marketing & Brand Strategist

ASSIGNMENT (STARTED JUN 2024)

Faunapoolen specializes in designing and constructing chemical-free natural pools and water landscapes that blend beauty with sustainability.

- **Brand strategy:** Provided strategic guidance and creative leadership in brand and marketing communication, including art direction, website design, and messaging, to generate interest in sustainable waterscapes across Europe. This approach resulted in securing multiple contracts within just a few months.
- **AI-Driven brand creation:** Created the plan for what to communicate and why, shaping brand messaging and visuals to connect with people. Used AI to help bring these ideas to life, showing audiences their dream waterscape.

CONNECT SPORTS GROUP

Consulting Art Director, & Graphic Artist

ASSIGNMENT (STARTED APR 2024)

Connect Sports Group is an agency connecting soccer players with clubs.

- **Brand strategy:** Consulting in strategic use of brand and marketing communication.
- **Social media content:** Created social media post artworks to extend reach, which has caused a direct result in signing several players.

YOUCRUIT & LANEFINDER

Art Director, Graphic Designer, Motion Graphic Artist & Content Strategist

JUN 2015 – JUN 2024

YouCruit is an Applicant Tracking System for employers to find and hire talent, while Lanefinder is a job platform, available as both a website and an app for iOS and Android, where US truckers can apply for trucking jobs.

- **Email campaigns:** Created email campaigns with up to 13% conversion rate, far exceeding industry standards.
- **Component library:** Designed and developed a complete component library in Figma, then fully implemented it in TypeScript and Vue, significantly improving development speed, visual consistency, and overall department efficiency.
- **UI/UX process:** Streamlined the UI/UX job application process, resulting in a surge of applications from minimal numbers to thousands monthly, greatly enhancing platform success.
- **User-centric design:** Created UI/UX for all platforms, receiving high praise in several target group surveys.
- **Marketing leadership:** Art Director in the Marketing department, overseeing the creation of advertisements, motion graphics, print designs, emails, and websites.

- **WCAG-compliant and SEO-optimized websites:** Designed and developed websites that adhere to WCAG standards and are optimized for SEO, achieving very high performance scores through Google Lighthouse.
- **Usability testing:** Ran A/B tests on digital campaigns and collected user insights through Intercom surveys. Tracked user journeys and identified pain points using Hotjar.
- **Branding strategies:** Developed and implemented successful branding strategies that established trusted resources in the trucking industry, with strong recognition built through word-of-mouth, especially within trucking schools.
- **Animations and explainers:** Created UI/UX, Lottie, CSS, and JSON animations, along with video explainers and user guides for the iOS/Android app, including App Store assets.
- **Video production:** Produced, filmed, and edited multiple video projects that engaged both target audiences and investors, leading to significant investments and conversions.
- **Video and animation explainers:** Created video explainers and Lottie animations published on the website, within the app and on social media.
- **Illustration:** Illustrated the character "Geophrey" to strengthen the YouCruit brand.

TRIALBEE

Art Director & Graphic Artist

SEP 2012 - JUN 2015

Trialbee utilized digital platforms to globally enlist volunteers for clinical trials.

- **Art direction:** Maintaining brand consistency and crafting product logos.
- **Motion graphics:** Produced motion graphics, print materials, and advertisements.

- **Social media campaigns:** Created and optimized success of social media advertisements to attract people to clinical trials.
- **UI/UX improvements:** Enhanced Trialbee's brand reach through UI/UX design improvements for advertising landing pages and the 'Synargus' EDC system.

WINEFINDER

Graphic Designer & Photographer

MAY 2012 - JUL 2012

Online retailer specializing in wines.

- **Promotional material:** Photographed, and created promotional material, with renowned chefs for an ICA and Winefinder collaboration.
- **Web design:** Designed the website for Winefinder.se.

FREELANCE

Freelance Photographer, Illustrator & Designer

OCT 2011 - APR 2012

- **Brand design:** Designed brands and branding materials for companies including BetCreative, Brainteam, and others.
- **Photography and creative services:** Provided photography and creative services for individuals, music artists, companies, and magazines.

SVERIGES TELEVISION

Motion Graphic Artist

AUG 2004 - MAR 2010

Swedish Public TV Broadcaster

- **Branding & motion graphics:** Created branding and motion graphics at SVT Design for productions including På spåret, Sportnytt, Bobster, Klorofyll, Sen kväll med

Luuk, Vem vet mest, Julkalendern, Sommarlov, and many others.

- **Motion graphics concept:** Notably, the show "På Spåret" continues to uphold my original concept, even through its updates.
- **Creative direction:** Served as Creative Director for a production in collaboration with the Interactive Institute of Eksjö for a children's show.
- **Lecturer:** Lectured in Digital Animation and Compositing at the Interactive Institute of Eksjö.
- **News graphics:** Created graphics for the Swedish local news network.
- **Game design & illustration:** Designed games and illustrations for Julkalendern.

SVERIGES TELEVISION

Web Designer & Illustrator

JAN 2003 – DEC 2003

- **Live TV:** Graphic artist for live television productions.
- **Website design:** Designed the website and created illustrations for Spinn, SVT's pioneering effort to merge the internet with TV for an interactive experience.
- **Game design & illustration:** Created games and illustrations for Flash games within the Spinn framework.

BOSS MEDIA

Web Designer

SEP 1999 – JAN 2003

Boss Media provides online gaming solutions in the casino industry.

- **Web design:** Designed websites for Casino.com, the world's largest casino website.
- **Advertisements:** Produced advertisements and print designs for Casino.com.

- **Photography:** Photography for Casino.com Magazine.

DIGITAL FUTURE

Web Designer

AUG 1998 - SEP 1999

Design Agency and CityGuide.se

- **Web design:** Web Designer for CityGuide.se.
- **Client web design:** Web Designer for various clients, including Skandia.

Recommendations

This man knows his craft inside out, and makes what he does look easy. I assure you, it is not!

As luck would have it, Mikael is not just a very competent designer, but a great colleague as well. He always comes to the drawing board with a million ideas, always open-minded and never stubborn to adapt. He is a true team player, respecting others' opinions but, when necessary, offering powerful guidance that is rooted in a deep understanding of design principles.

Mikael is multi-talented, experienced, and a pro through and through. Any creative team would be lucky to have him as a contributor or leader.

Ivan Danilov

Copy Writer at Lanefinder

I highly recommend Mikael for any creative role as he truly excels as an art director and designer. Mikael's talent and

creativity in the field of art direction are truly remarkable. With an impeccable eye for detail and a strong sense of aesthetics, Mikael consistently delivers visually stunning and innovative designs. His ability to translate ideas into captivating visuals is truly impressive. Furthermore, as a co-worker, Mikael is an absolute pleasure to collaborate with, he's a fantastic mentor and I have learnt so much while working with him.

Mikael's dedication, professionalism, and ability to lead a team make him an invaluable asset to any creative endeavour.

I wholeheartedly endorse Mikael for his outstanding skills and remarkable contributions. I'd love to work alongside him in the future if the opportunity presents itself.

Benjamin Rehmie

Graphic Designer at Lanefinder

As a Marketing Manager having the privilege to work alongside Mikael Cedergren at Youcruit for the Lanefinder brand was an enriching experience that highlighted the impact of a truly visionary Senior Graphic Designer & Art Director. Mikael's multifaceted role, encompassing the translation of our brand guidelines into compelling visual stories and leading our design team, has been pivotal in defining the visual identity of Lanefinder.

With over 15 years of diverse experience in marketing and technology, Mikael's deep knowledge within the Adobe Suite, Figma, and other design tools is unparalleled. His

“Mikael is an absolute pleasure to collaborate with, he's a fantastic mentor and I have learnt so much while working with him.”

ability to breathe life into graphics, transforming them into interactive HTML for our website, showcases his unique blend of creativity and technical expertise. Mikael's leadership extends beyond project execution; he has been an inspiring mentor to junior team members, guiding them to excel in their roles with confidence and creativity.

Mikael's contribution to Youcruit transcends traditional design boundaries. He seamlessly integrated with the product team, enhancing the graphic interface of our tools while maintaining a strong presence in communication design. His strategic approach to design, ability to understand and implement briefs independently, and knack for overcoming challenges are commendable.

“Mikael's leadership extends beyond project execution; he has been an inspiring mentor to junior team members, guiding them to excel in their roles with confidence and creativity.”

On a personal note, Mikael's creativity is matched by his extraordinary spirit and resilience. His open-mindedness to feedback and ability to rebound with even more innovative ideas are traits that make him an invaluable team player. The office is brighter and more lively thanks to his unique stories and infectious enthusiasm.

I wholeheartedly recommend Mikael to any organization in need of a seasoned Graphic Designer/Art Director. Whether as a senior member of a larger team or as a versatile one-man army for smaller companies, Mikael's blend of creative vision, technical skill, and positive energy will make a significant impact. His forward-thinking approach and commitment to excellence are rare finds, and I am confident he will continue to excel in his future endeavors.

Fredrik Ardmar

Chief Marketing Officer at Lanefinder

In my experience working with Mikael, he was always up to get the job done and with a smile. He always had a can-do attitude and positive disposition.

He would voice his concerns in a productive manner, but always willing to be a team player. He has a fun personality and always up for a good laugh. He's creative, skilled and always willing to learn and grow.

He'd be an asset to any organization.

Melissa Nackovski

Sales Manager at Trialbee

Mikael as a creator has an amazing eye for detail while also being able to retain the "big picture" needed for a campaign or brand. He can be an ideas guy and great at stimulating and steering brainstorming sessions in order to find new angles and approaches but he is also capable and confident in following an idea through to completion with the same enthusiasm and energy.

Mikael is a vibrant addition to any team. As a colleague, he is warm, encouraging and can provide guidance from years of deep experience to junior team members. He is also just great to chat to! Mikael is and will be a wonderful asset to any team he works with.

As a person he's fun, easy going and loyal!

Kelsey Danks

Community Manager at Lanefinder

Recognition

Plaza Interiör

2012

Interior Photography, 6 page spread in “Plaza Interiör” no 5.

Lecturer at Interactive Institute of Eksjö

2012

Lecturer in Digital Animation and Compositing. 4 days, 2 college points. iaa.se

Focus on Folio Senior Creative Art – Melbourne

2005

Artwork published as education material in the subject of symbolism in “Focus on Folio” aimed for Senior Creative Arts courses in Australia. Published 2005 and created by Harcourt Education i Melbourne, Australia. ISBN 174 081 462 2

Education

Course in Studio Photography

SEP 2007

14 hours course in studio photography with Daniel K. Johansson.

Berghs School of Communication

OCT 2002

Visual Communication, 40 hours. berghs.se

Nature Science Program, High School

AUG 1995 – JUN 1998

Chapman, Karlskrona – Nature Science Program with technological focus.

Other skills

- Project Management
- Communication
- Process Optimization
- Illustration
- Videography
- Photography
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Adobe InDesign
- Adobe Lightroom
- Adobe Acrobat
- ProCreate
- Visual Studio Code
- XCode
- iOS & Android
- Midjourney
- ChatGPT
- Perplexity
- Keynote
- Google Slides
- Lottie Animation
- Web Design
- Wordpress