



## CARL VON DER LANCKEN

A Swedish creative with a highly conceptual mindset and a passion for technology, trends and culture. His interests and passions are also his tools to create meaningful and impactful communication for brands.

### CONTACT

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New York  
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### EDUCATION

**Hyper Island**  
Interactive Art Director 2012 - 2013  
Stockholm

**Berghs**  
Advertising / Art Director 2009 - 2011  
Stockholm

**Accademia Italiana**  
Graphic Design 2007 - 2008  
Florence

**Sälj & Marknadshögskolan**  
Sales and Marketing 2006 - 2007  
Stockholm

### EXPERIENCE

#### Freelance ACD / CD

R/GA, Havas, Swift, Iris WW, Opus, Stonyfield, GPJ | New York | October 2021 – Present

#### Associate Creative Director

GPJ | New York | October 2018 – October 2021

##### CLIENTS

IBM, Facebook, NI, Volkswagen

#### Freelance Sr. Creative

SapientRazorfish & Elephant | New York | June 2017 – September 2018

##### CLIENTS

Dove, Baby Dove, Hellmann's, Trojan, Nestlé, Comcast, Apple

#### Sr. Creative

Pereira & O'Dell | New York | August 2016 – April 2017

##### CLIENTS

National Geographic, Timberland, Realtor.com, Annie's

#### Creative

Saatchi & Saatchi | New York | May 2015 – August 2016

##### CLIENTS

Pampers, Walmart, Tide, Head & Shoulders, Charter Spectrum, Cheerios

#### Freelance Creative

R/GA & 101 London | London | November 2014 – April 2015

##### CLIENTS

NIKE, St. Ives, Game, National Art fund

#### Creative

GPY&R | Melbourne | April 2014 – November 2014

##### CLIENTS

Schweppes, Heinz, AFL, Melbourne Fashion Festival, Australia Post

#### Creative

Young & Rubicam | New York | April 2013 – April 2014

##### CLIENTS

Land Rover, Virgin Atlantic, New York Organ Donor Network, Fisher Price

#### Starting Advertising Career

Stockholm | March 2011 – 2013

##### AGENCIES | CLIENTS

Honesty, Prime, Naked | Pepsi, Scandic Hotels, Norton Antivirus, Audi, Alecta

### AWARDS

FWA - Adobe's Cutting Edge Award  
FWA - Site Of The Day  
FWA - Mobile Site Of The Day  
Awwwards - Site Of The Month  
Clio Awards - Shortlist  
Cannes Lions - Finalist

The One Show - Merit Award  
Webby Awards, Social - Nominee  
Webby Awards, Strategy - Nominee  
FWA - Public Shortlist  
CSS Design Awards - Site Of The Day  
D&AD - New Blood Award