

Anne K. Johnsen



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www.annekjohnsen.dk

+45 2859 3185

Kolding, Southern Denmark

EXPERIENCE

Graphic Designer, Volunteer

August 2022 – Present

Animal Rescue Organization – Hedgehog Friends in Denmark

- Spearheaded the redesign of the bi-annual magazine, elevating visual appeal and increasing support for the non-profit organization.
- Developed engaging social media content to inspire donations and promote the organization's mission.
- Provided valuable assistance in event planning and organization efforts.

Graphic Designer

August 2018 – Present

Freelance

- Partnered with small businesses and start-ups to develop distinctive branding and promotional materials.
- Produced dynamic social media content to enhance brand visibility and engagement across multiple platforms.
- Created custom overlays for online streaming, enhancing viewer experience and brand recognition.

Digital Designer, Internship

January 2023 – March 2023

LEGO Systems A/S – Reference: Søren Buch, Sr. Digital Creative Manager, soren.buch@lego.com, +45 52 34 25 34

- Designed websites for products from renowned IPs including Indiana Jones, Star Wars, Nintendo, and Disney, contributing to the final design.
- Contributed to social media campaigns for Rover Defender and LEGO's own label. The Rover Defender campaign received over 250.000 likes across Instagram and X.
- Assisted in the development of presentations for upcoming marketing campaigns, ensuring cohesive visual communication.

Graphic Designer, Internship

October 2022 – December 2022

Flying October – Reference: Gitte Lindeborg, Principal Designer, gitte@flyingoctober.com, +45 51 90 55 19

- Executed 3D and interior design projects for Vejle Municipality, enhancing navigation and user experience for visitors.
- Designed layouts for magazines and menus for various clients, including Nicolai Madbar and Volkerts Fylke.
- Contributed to branding and concept development for diverse client projects, demonstrating versatility and creativity.

Graphic Designer

February 2019 – July 2019

Lund & Co.

- Concept development for sub-brands under BMB Import ApS, which included designs for B2B and B2C.
- Ensuring that the branding remained consistent across all channels.
- Designing material to promote the products at various events.

Grafisk Designer

December 2018 – Februar 2019

Haderslev Municipality

- Informational material for the municipality focusing on promoting an active lifestyle.
- Promotional material for various events in the municipality.

Graphic Designer, Trainee

August 2016 – August 2018

Degn Marketing

- Planning and creating a year-long campaign for Domea Haderslev, which ran online and offline simultaneously. The display ads for Domea achieved an average CRT of 2.6%.
- Designing and creating 10+ websites using WordPress.
- Assisted in developing and delivering 15+ client design projects, including logos, brochures, and banners, utilizing Adobe Creative Suite.

Interviewer

August 2008 – August 2009

Norstat Danmark

EDUCATION

Bachelor degree in Graphic Communications

University College of Southern Denmark

2020 – 2023

Graphic Design, Vocational

Hansenberg Technical School

2014 – 2018

Bachelor degree in Information Science

University of Southern Denmark

2009 – 2012

SKILLS

Technical: Photoshop, InDesign, Illustrator, Figma, After Effects, Webflow, Cinema 4D (Beginner), Blender (Beginner), Microsoft Office, Midjourney.

Expertise: Branding and identity design, concept development, storytelling, digital design, planning and executing campaigns.

Personal: Curious and outgoing, self-driven and ambitious, quick learner, playful approach to design, positive attitude, dedicated team-player.

Anne is a fantastic designer. She understands getting to the heart of a brand's style and vibe, while being an exceptional, imaginative artist. She's professional, takes direction, easy to work with and she's always on time. I'll never hire anyone else to do logos for my businesses.



Crystal Storm
Entrepreneur and author



PINDSVINEVENNERNE
I DANMARK

DYREVÆRNSFORENING AF 1993

Til: Til hvem det måtte vedrøre.

Formand Leni Bjerg
Pindsvinevennerne i Danmark
Harekærgårdsvej 7
4070 Kirke Hyllinge

formand@pindsvin.dk

Tlf: 30 14 16 63

Dato: 17 januar 2024

Ang: Anbefaling - Anne K Johnsen

Anne K Johnsen tilbød sin grafiske kompetence som frivillig til vores landsdækkende forening, der giver gratis hjælp til nødstedte pindsvin. Det var vi meget glade for.

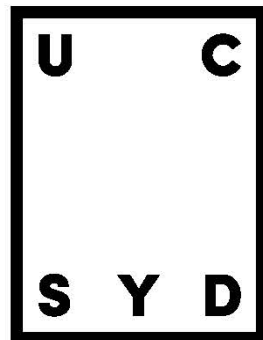
Anne har siden opdateret designet af vores medlemsblad, produceret layout, redigeret og produceret filerne til trykkeren.

Vi er meget stolte af vores blad som udsendes til medlemmerne (ca. 3500) af foreningen, og Anne har givet det et nutidigt udtryk, som har fået megen ros fra medlemmerne og bestyrelsen.

Anne er meget samarbejdsvillig og har altid opfyldt vores ønsker og forventninger. Hun er nu tillige medlem af vores Mediegruppe.

Formand
Pindsvinevennerne i Danmark

Eksamensbevis *Diploma*



Anne Koefoed Johnsen

Professionsbachelor i Grafisk Kommunikation

Professional Bachelor of Graphic Communication

Kolding, den 30.06.2023

A handwritten signature in black ink, reading 'A. von Oettingen'.

Alexander von Oettingen
Rektor
Rector

Uddannelsen er gennemført i henhold til Bekendtgørelse om uddannelsen til professionsbachelor i grafisk kommunikation, BEK nr. 82 af 27/01/2012

The approved programme of study is completed in accordance with Ministerial Order on the Professional Bachelor of Graphic Communication Programme Act no. 82 of January 27st, 2012

UDDANNELSESBEVIS



CERTIFICATE OF EDUCATION BREVET D'EDUCATION AUSBILDUNGS BEWEIS

Det bevidnes herved,
at erhvervsuddannelsen
er gennemført som

MEDIEGRAFIKER

Navn

Name

Nom

Nahme

ANNE KOEFOED JOHNSEN

CPR-nummer

Uddannelsesperiode

Period of training

Période d'instruction

Ausbildungszeit

17.07.2015 - 16.07.2018

Praktiksted

Place of practice

Lieu de pratique

Praktikstelle

DEGN MARKETING V/ KEN DEGN

Karakter

The test work was

given the predicate of

Son ouvrage a été

admis avec la mention

Die Gesellenprüfung wurde

wie folgt begutachtet

12 ANTAGET MED ROS ECTS: A

Grafisk Uddannelsesudvalg
erklærer herved, at erhvervs-
uddannelsen til mediegrafiker
er gennemført efter de for
uddannelsen fastsatte praktik-
regler i henhold til erhvervs-
uddannelsesloven samt
de i medfør af loven fastsatte
bekendtgørelser.

2. JULI 2018

Udstedelsesdato

Formand for Grafisk Uddannelsesudvalg

Anne Koefoed Johnsen

har den
has on the

28. august 2012

bestået
passed

**Humanistisk Bachelor med Centrfag i Humanistisk
Informationsvidenskab og Tilvalg i Designkultur**

Bachelor of Arts, Major in Humanistic Information Studies and Minor in Design Culture

og har dermed ret til at betegne sig
and has thus been awarded the title of

Bachelor (BA) i humanistisk informationsvidenskab

Bachelor of Arts (BA) in Humanistic Information Studies

Syddansk Universitet, den 12. september 2012



Flemming G. Andersen

Dekan
Dean

Kun gyldig i original med universitetets prægestempel

This document is official only in the original, bearing the University's embossed stamp