



CV Johan Grönvall

ART DIRECTOR

Digital dude with analogue background.

- 2001-05 Worked as a freelancer with Sveriges Television (Public service), Svenska Filminstitutet, Svensk Filmindustri, Svenska Budo&Kampsportsförbundet and Bonniers (the legendary media house).
- 2000-01 Hired by movie company Tre Vänner (Svensson Svensson, Snabba Cash), for a project exploring scriptwriting and the internet.
- 1997-00 Employed as a Digital Art Director at Sveriges Television producing websites for different TV-programs. Moved on to creating interfaces for the new digital channels followed by a project exploring dynamic webservices on the SVT intranet and then an assignment as Art Director at the graphical department at SVT, producing “graphical props” for different TV-programs. Lastly, we set up an “inhouse” web agency that worked with clients both inside and outside SVT!
- 1995-97 I “discovered” the internet and became a freelancing Art Director/webdesigner working mainly with public broadcaster Sveriges Television. Also wrote scripts for two comedy TV-series.
- 1987-95 My first advertising agency was Annons & Reklambyrå (A&R) as copywriter. A&R collaborated with the major swedish and foreign movie companies such as SF, Sandrews, Sonet, UIP, Warner, Twentieth Century Fox, Disney etc. As a copywriter I created everything from press materials to catchy tag lines for movie posters.

After some years as a copywriter I switched careers and became an Art Director, mainly producing movie posters for several swedish productions. I also created and edited movie trailers, teasers and TV-spots for Svensk Filmindustri.
- The 80s! Studies at Nya Filmskolan (presently Stockholms Filmskola - Stockholm Film School) 1984-86 (evening school) focusing on the practical side of filmmaking: scriptwriting, dramaturgy, filming and editing. Wrote, shoot and edited short films.

Cultural studies (Film theory, Art theory) at Stockholms Universitet 1983-86.

Who am I?

I like martial arts - beneficial for both body and soul. Also art and philosophy is good for you. Film buff - everything between Terminator and Truffaut.

Contact

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Me in 20 sec.

Innovative, ingenious, customer focused - websites, landing pages, mail campaigns, SoMe, movie posters, outdoor... I always focus on client satisfaction, on finding the “pain points” and presenting a creative solution that meets and surpasses the clients demands.

What I do

Exciting websites for all platforms, landing pages that converts, web banners you love to click, movie posters, print ads, exhibition products, logos, branding etc

Clients

Microsoft, Best Transport (Carrier), Sparbankernas Riksförbund (bank), Biogen (medical), Galatea Spirits (booze), Skruf Snus (tobacco), Eli Lilly (medical), CSL Behring (medical), DICE (Battlefield game), Svensk Filmindustri (movie company), Nordic Green Energy (green energy).

Employments

- 2022-22 Art Director for the political party Centerpartiet (The Swedish Center Party - liberals). Responsible for the pre-election campaign, “final sprint” campaign, digital campaigns, brochures, flyers, designing manifests, further development of the brand book etc (6 month temporary post)
- 2019-2021 Digital Art Director at Webexpress, responsible for concept and design of websites, webapps, mobile sites, landing pages, e-mail marketing, onsite SEO, UI/UX, project leading of front- and backenders in the design process. Everything from wireframes to deliverables.
- 2011-18 Inhouse-Art Director at Nordic Green Energy where I created several versions of the company website (Wordpress), print jobs, exhibitions, SEO, UI, UX. I more or less functioned as a one-man-advertising bureau/digital partner! I was also responsible for the companys new visual identity and branding.
- 2005-11 Started work as Art Director at River, one of the best creative design agencies. Working in both digital and analog fields with exciting customers like Svensk Filmindustri (making many successful movie posters), Skruf Snus (tobacco - working with their line of new “snuff” products), MABI Hyrbilar (car rentals), Eli Lilly (medical), DICE (gaming - Battlefield 2).