

---

# SEBASTIAN LEINEHED

Swedish Creative working in Graphic design, Art Direction and Concept Development. My work varies from layout/interface design, identity, web development, illustration and photography.

---

/ **W** : [www.leinehed.com](http://www.leinehed.com)  
/ **T** : +46 (0)70 639 0202  
/ **E** : [hello@leinehed.com](mailto:hello@leinehed.com)  
/ **A** : c/o Olbe  
Bergsunds Strand 15  
117 38 Stockholm  
Sweden

---

## Strong Working Knowledge:

Adobe Dreamweaver  
Adobe Illustrator  
Adobe Indesign  
Adobe Photoshop

## Familiar with:

Adobe After Effetcs  
Adobe Premiere  
MS Office  
Keynote

*Proficient with both PC and MAC*

---

## Recommendations

Letters of recommendation are available on the next page.

## See also:

[www.linkedin.com/in/leinehed](http://www.linkedin.com/in/leinehed)

## Experience

2003 — Present

### Freelance

#### Designer, Photographer

Various design, photography and video work. Select projects are available for view in my online portfolio.

2010-04 — 2010-08

### TBWA\Chiat\Day *Los Angeles*

#### Art Director Intern

At TBWA\Chiat\Day I worked on a variety of large scale projects, including clients like Uncle Ben's, Procter & Gamble, Activision, Nissan, Pepsi, and Disney/VISA.

My responsibilities included concept development as well as graphic production for projects on both domestic U.S. and global accounts.

2010-01 — 2010-04

### The Groop *Los Angeles*

#### Designer Intern

Responsible for the design and layout of entire websites, company logos, brochures and collateral. I Worked closely with both producers and developers to complete projects and met needs that fluctuated daily. Independently followed through on production of various projects. Also jumped in as photographer when needed.

## Formal Training

2008 — 2010

### Hyper Island *Stockholm*

#### Digital Media Program

I graduated in 2010 from the 2 year Digital Media Programme in Stockholm with a heavy focus on graphic design and visual communication. The programme included a seven month internship, which I spent in Los Angeles, USA.

2003 — 2006

### Luleå University of Technology *Luleå/Piteå*

#### Media Design Program

I graduated in 2006 from the 3 year long programme, which was a mixture of traditional and futuristic media, theory and practice. The program established a solid theoretic foundation for me, and included courses as art history, graphic design, web design, HCI, typography, illustration and TV-production.

# Recommendations

Below are a few excerpts of what my former co-workers have to say about me.

---

/ **W** : [www.leinehed.com](http://www.leinehed.com)  
/ **T** : +46 (0)70 639 0202  
/ **E** : [hello@leinehed.com](mailto:hello@leinehed.com)  
/ **A** : c/o Olbe  
Bergsunds Strand 15  
117 38 Stockholm  
Sweden

---

“Sebastian’s design expertise definitely helped get several of our projects to the next level from a design perspective. He has a uniquely Swedish aesthetic that permeates everything he does.

He is also very friendly, and easy to get a long with on a personal level. He can be very thoughtful, very innovative.”

**Patrick O’Neill**  
Executive Creative Director  
TBWA\Chiat\Day

“Coming to us as a former student of the well respected school of Hyper Island, Sebastian offered us a unique and specialized design perspective, which we incorporated into several different campaign ideas.

Along with a strong design sense, people appreciated Sebastian’s directness in getting to the heart of any creative matter and the dedication that would follow.”

**Amy Panzarasa**  
Director of Creative Management  
TBWA\Chiat\Day

“Sebastian is an extremely talented and conscientious designer. He arrived to intern at The Groop at a time when we were crazy busy, and he was thrown into multiple projects mid-stream. He quickly grasped the essentials of what needed to be done, and threw himself into everything from design to photography to assembling models with grace and good will. He has an excellent grasp of interactive design, and is an avid learner — passionate about all things visual.

It was a pleasure to work with Sebastian, and I would do so again in a flash.”

**Kirsten Hudson**  
Chief Wrangler  
The Groop

“I perceive Sebastian to be a creative and reflecting individual. During the 14 months I worked with Sebastian at Hyper Island I saw him actively working on growing, developing and learning both as a person and professionally. I would definitely work with Sebastian again in the future, and would gladly endorse him for a creative/designer position.”

**Michael Kazarnowicz**  
Project Manager & Learning Facilitator  
Hyper Island