

Senior Graphic Designer – Digital & Brand

HA'AAS

Senior Graphic Designer with extensive experience creating brand assets, campaign masters, retail communication and digital experiences across fashion, lifestyle and e-commerce brands.

My work combines strategic thinking with strong visual direction, creating design systems and brand experiences that feel clear, cohesive, and emotionally engaging across both digital and physical touchpoints.

Focused on simplicity, typography, atmosphere, and long-term visual consistency.



Brothers/Johnnells Mobile eCommerce Concept

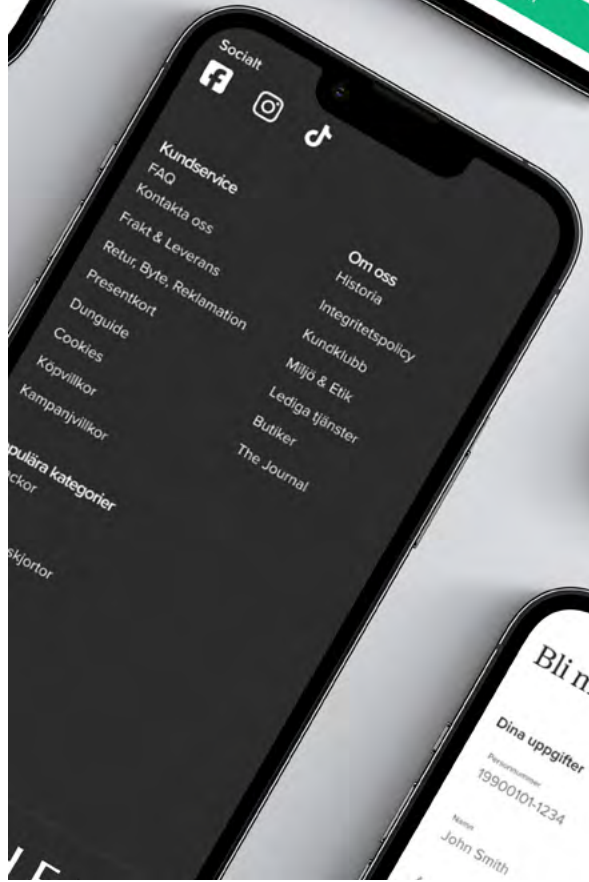
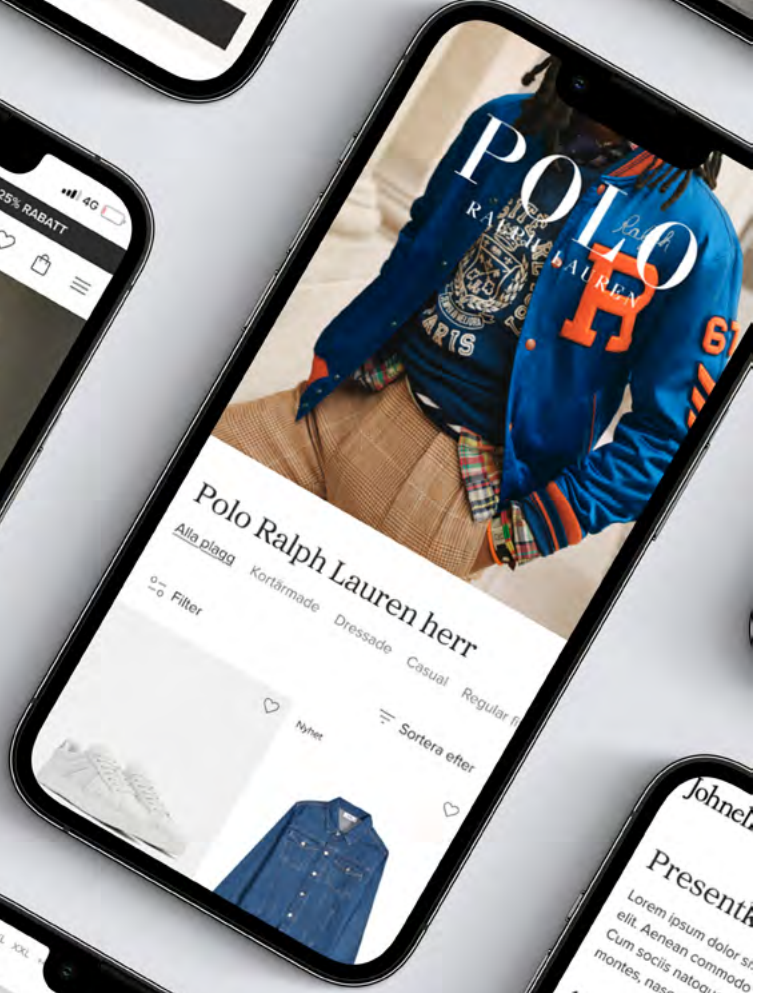
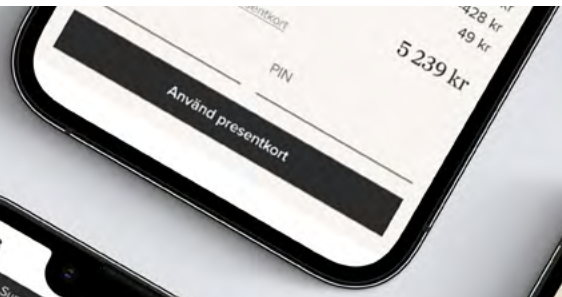
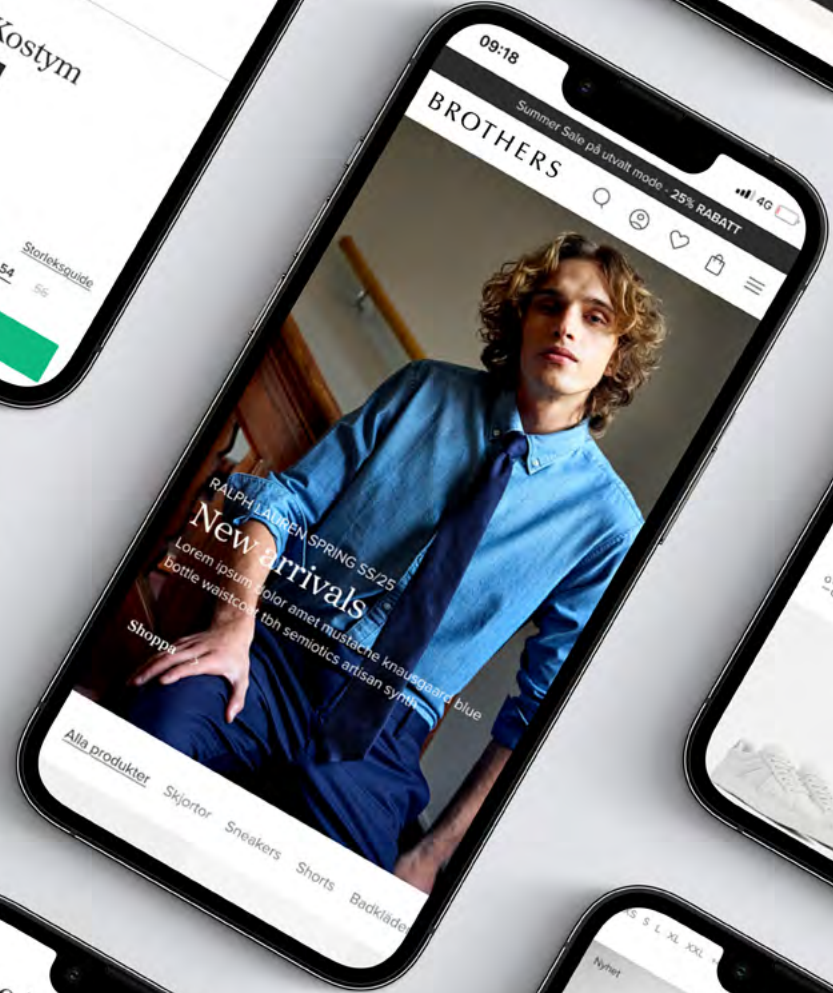
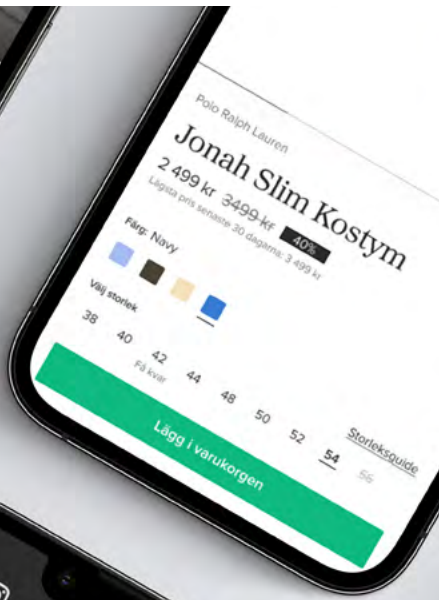
Mobile-first UX/UI concept for a fashion retail experience focused on combining editorial storytelling, premium brand perception, and frictionless shopping.

Role:

UX/UI Design, Visual Direction, Mobile Experience, Design System Thinking

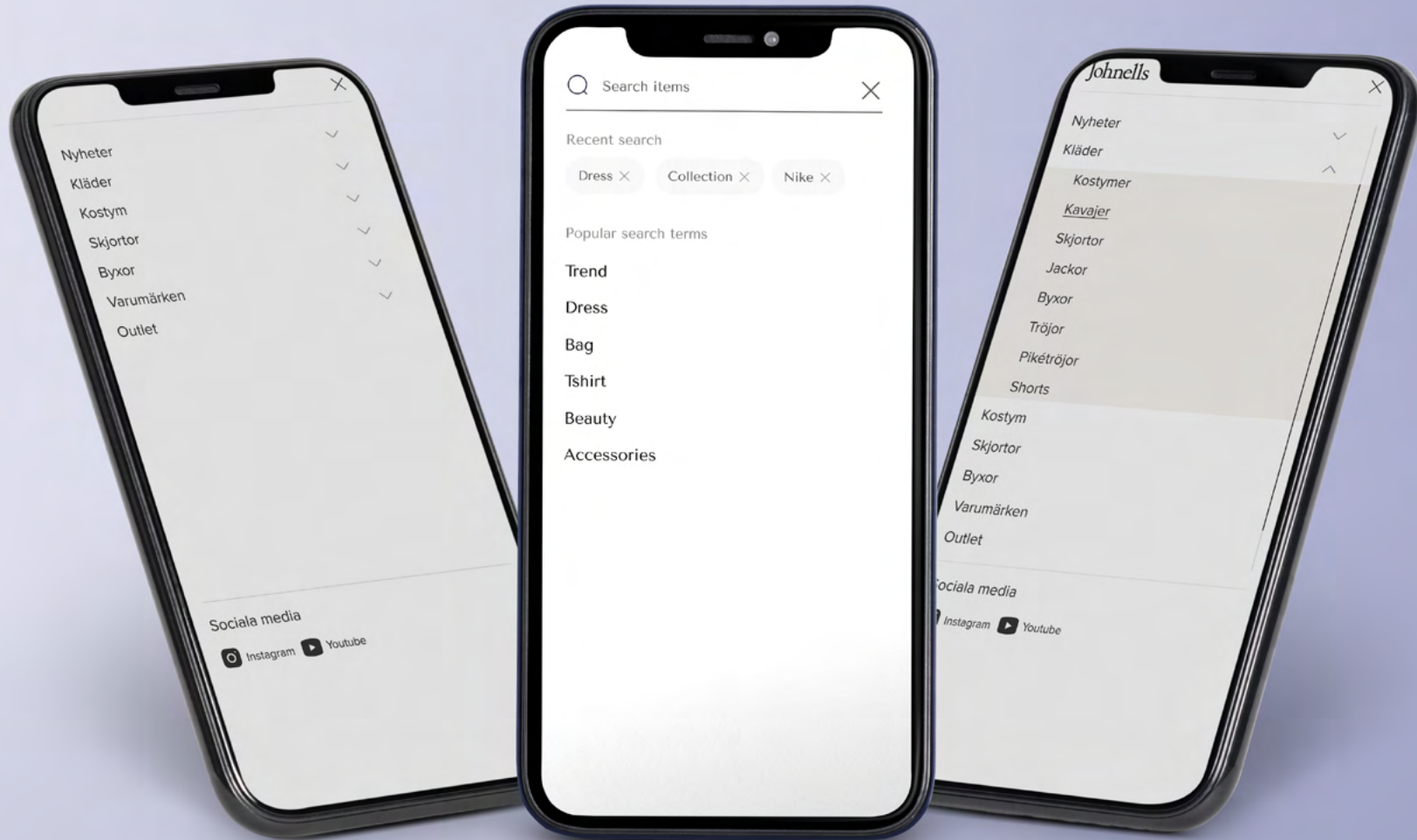
Focus areas:

- Mobile commerce
- Brand storytelling
- Fashion editorial UX
- Product discovery
- Checkout optimisation
- Design consistency

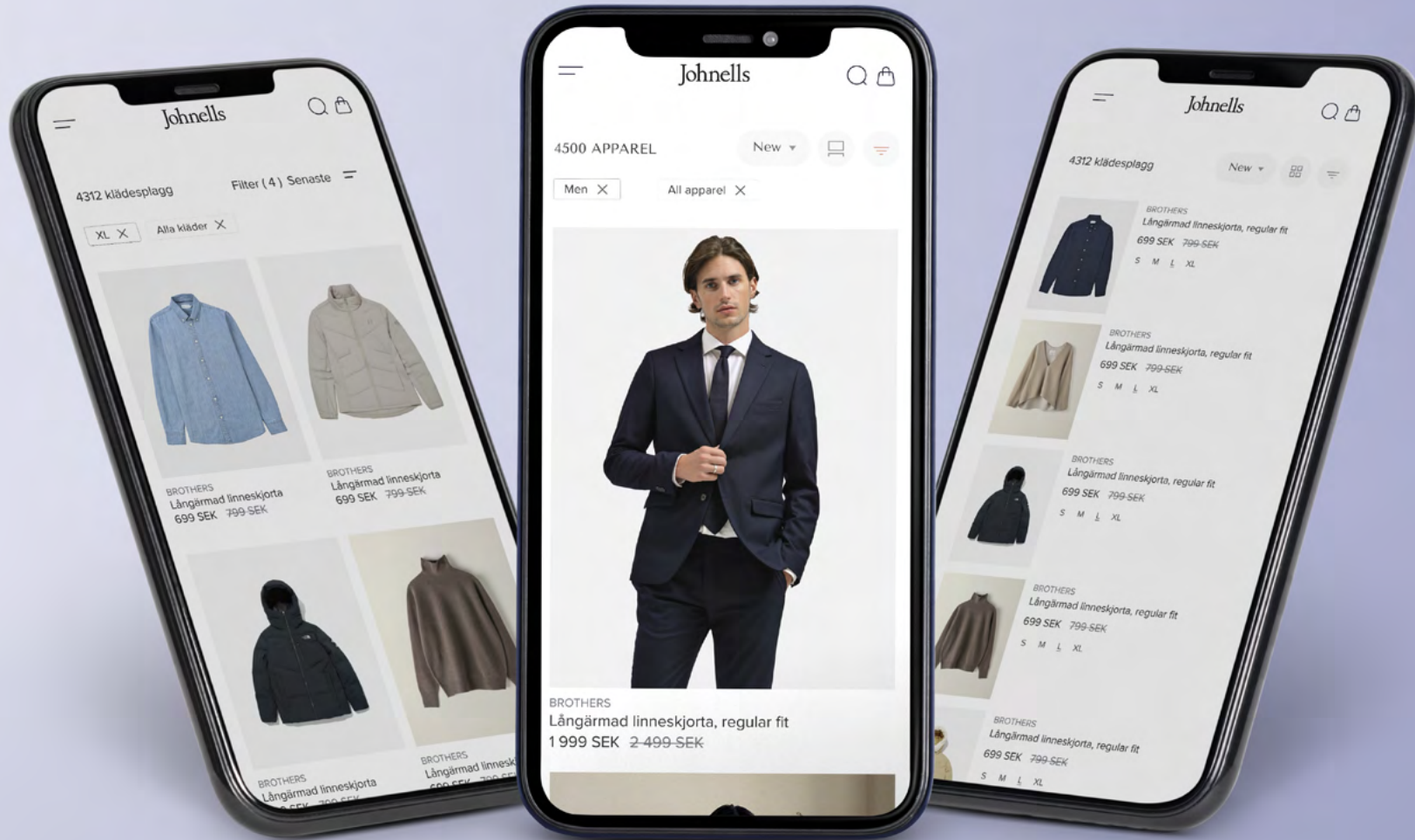


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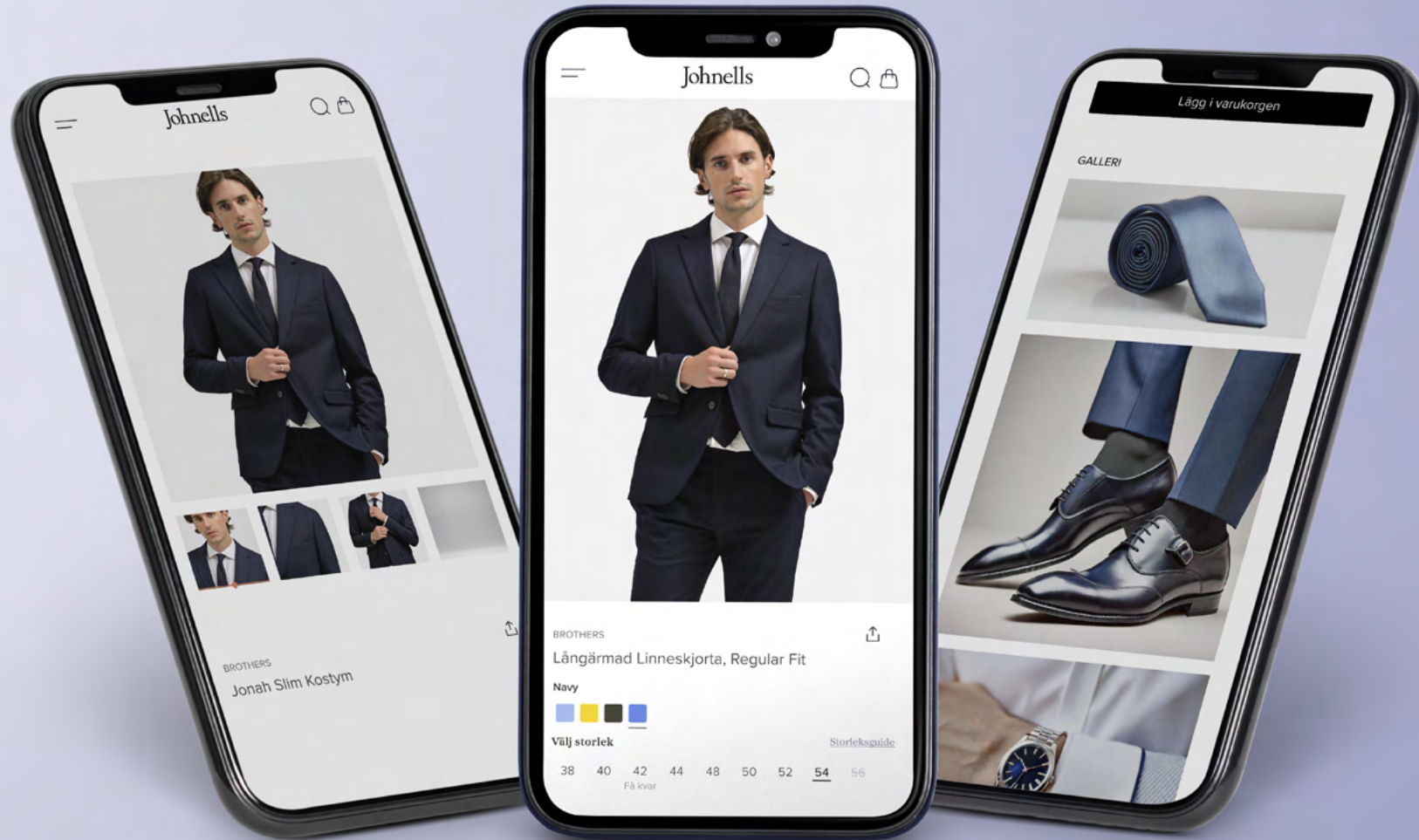
Navigation & Structure



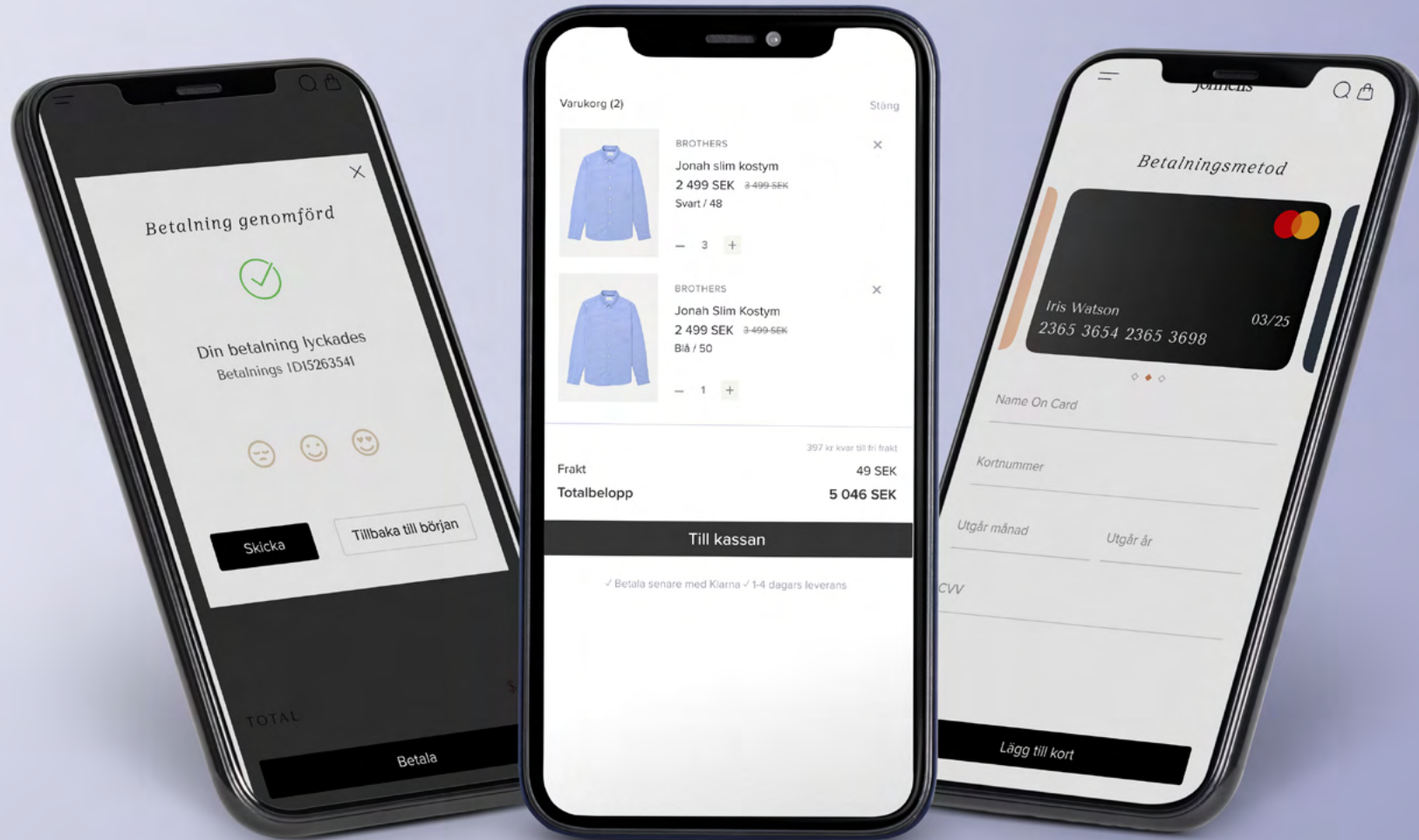
Product Discovery

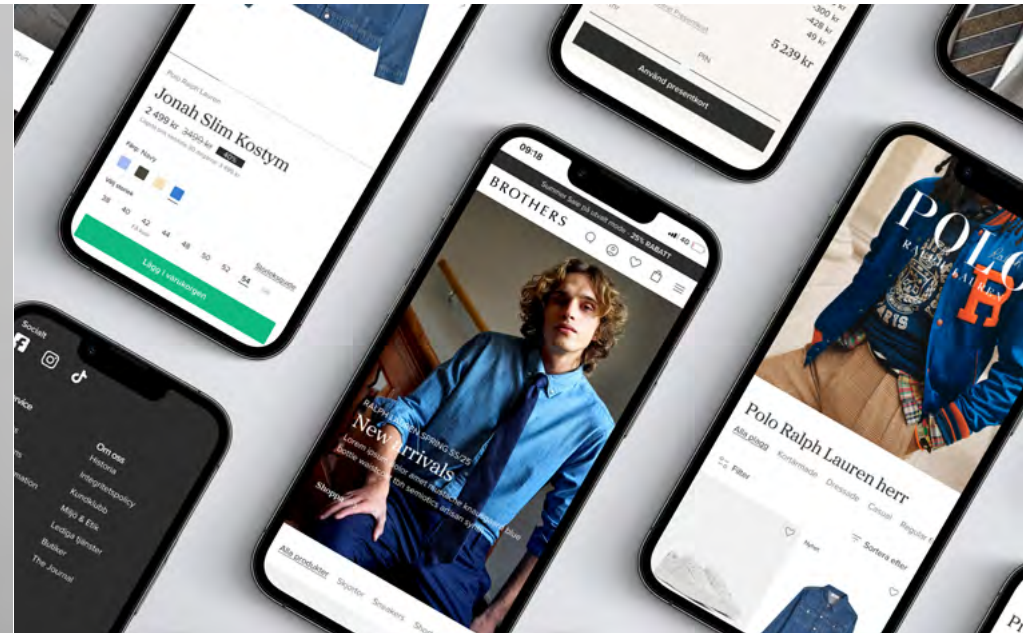


Product Experience



Checkout UX





Summer Sale på utvalda sommarplagg - 25% RABATT SUMMERSALE

Man Kvinna Varumärken Journal **BROTHERS**

Jonah Slim Kostym
2 499 SEK ~~3 499 SEK~~
Lägg till senaste 30 dagarna: 3 499 SEK

Färg: Navy

Välj storlek: 38 40 42 44 46 50 52 **54** 56

Lägg i varukorgen

Se bildgaller

- En av våra bästseljare
- Relaxed fit
- 100% linne
- Gylf med metalldragkedja
- Fem fickor

Modellen bär storlek X och är 187 cm lång

Material: +

Tvättråd: +

Beskrivning: +

Shop The Look

NYHET

800114888
Slips i silke,
mörkblå 8 cm

399 SEK 799 SEK

HUGO

Välj storlek: XS S M L XL XXL

Dipocrew långärmad
sweater regular fit

750 SEK 799 SEK

LACOSTE

Bässenhet EVO Sn

41 42 43

1 200 SEK

VI STÖDJER

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MUSTASCH KAMPEN 2024

Det här var min pappa.

MUSTASCH KAMPEN 2024

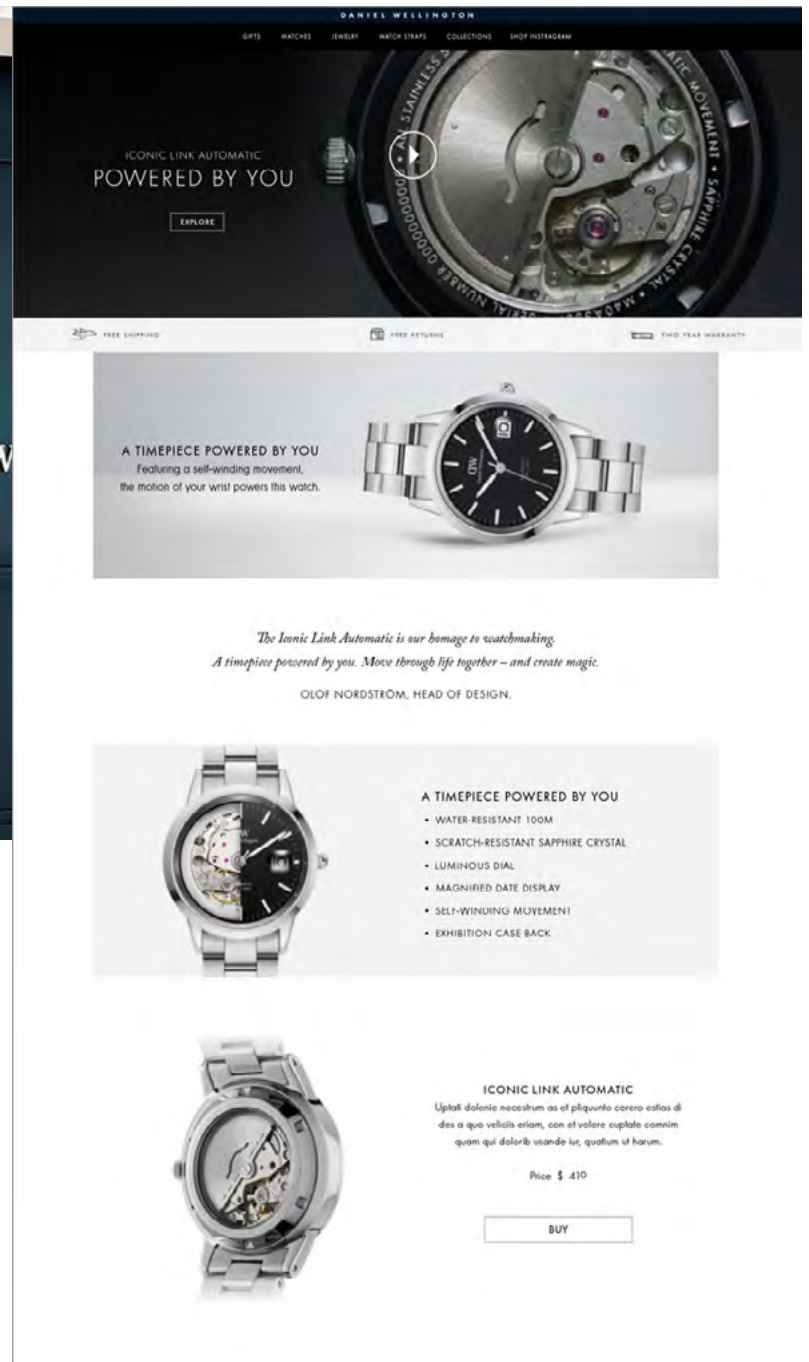
Stickad tröja

399kr

EastWest

HA'AAS

Brothers — Campaign production, retail communication and digital brand experience across e-commerce and in-store channels.



Daniel Wellington — Retail experience, campaign material, product photo, packaging and visual communication for global product launches.



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1797 — Brand identity, packaging and retail experience for a premium Scandinavian fashion concept.



1797 — Brand identity, packaging and retail experience for a premium Scandinavian fashion concept.

A workhorse with digital precision

Demanding photographers need products that deliver. That's why the Profoto line of flash generators is the most rented in the world. And now we're setting a new standard for flash photography with the Pro-8a Air, a robust and rugged workhorse built for precision digital shooting, all day.

Profoto Pro-8a Air offers you unmatched product performance in terms of flash duration (1/12,000 s), recycling time at 2400 Ws of 0.9 s, power control and versatility. Generate up to 20 flashes per second, and up to 1000 full power flashes per hour, with a flash-to-flash precision of $\pm 1/50$ f-stop at all power settings. The output power can be adjusted over a full 10 f-stop range, from 5 Ws up to 2400 Ws, in increments of 1/10 f-stop, for really fine-grained control. You will experience flash-to-flash color stability within $\pm 40^\circ$ K over the entire power range.

Just like everything in the Profoto system, the Pro-8a Air offers easy-to-use controls based on our user friendly design philosophy of look, listen and touch. The result? The Pro-8a Air frees up your mind, your eyes and your hands, so you can focus on the image you're creating.

Shoot with the new Pro-8a Air. We think you'll make fast friends.



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Profoto — Product communication, print design and visual marketing material for a leading lighting technology brand.

Scope: Brand Strategy · Visual Identity · Design System · Environmental Graphics · Apparel · Merchandise



ABCÅÄÖ
123!?

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