

Creative Direction – Brand & Digital Design

HA'AAS

Senior Creative Designer with 20+ years of experience shaping brands, digital experiences and retail concepts for global brands across retail, technology and lifestyle.

I combine strategic thinking with hands-on execution to build cohesive brand experiences, scalable design systems and engaging customer journeys across digital and physical touchpoints.

Using design, technology and AI to create smarter workflows and stronger customer experiences.

HA'AAS



Brothers/Johnells Mobile eCommerce Concept

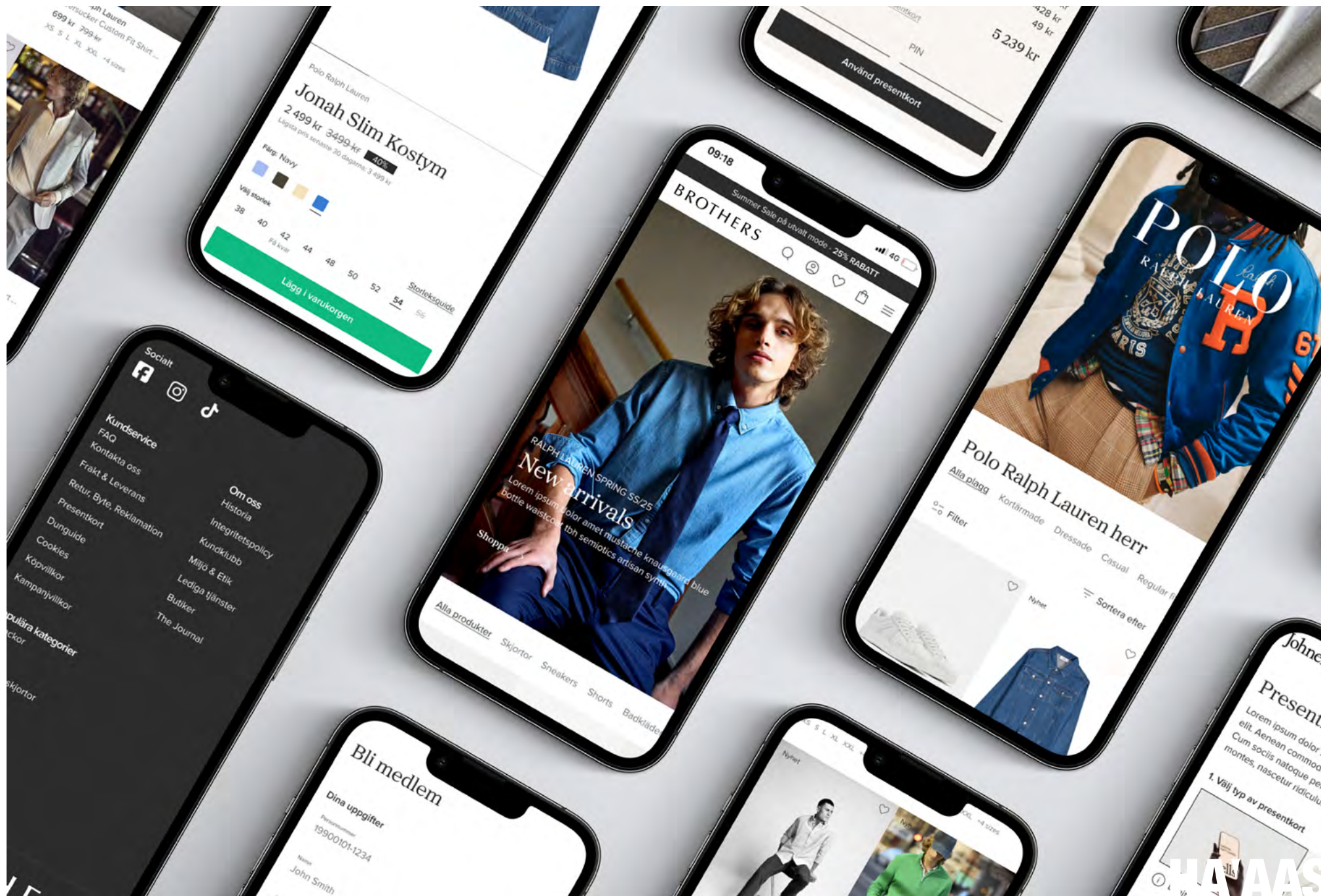
Mobile-first UX/UI concept for a fashion retail experience focused on combining editorial storytelling, premium brand perception, and frictionless shopping.

Role:

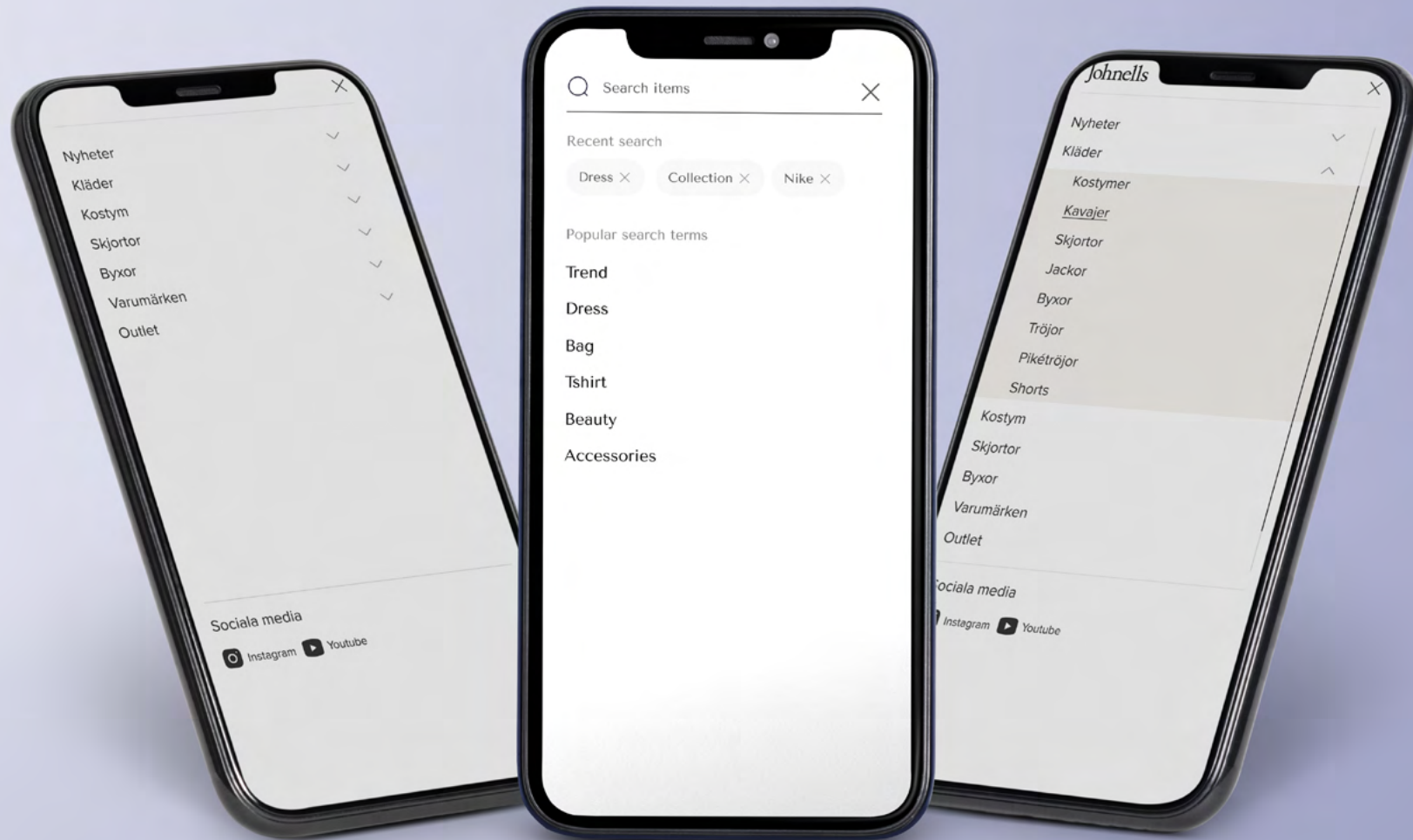
UX/UI Design, Visual Direction, Mobile Experience, Design System Thinking

Focus areas:

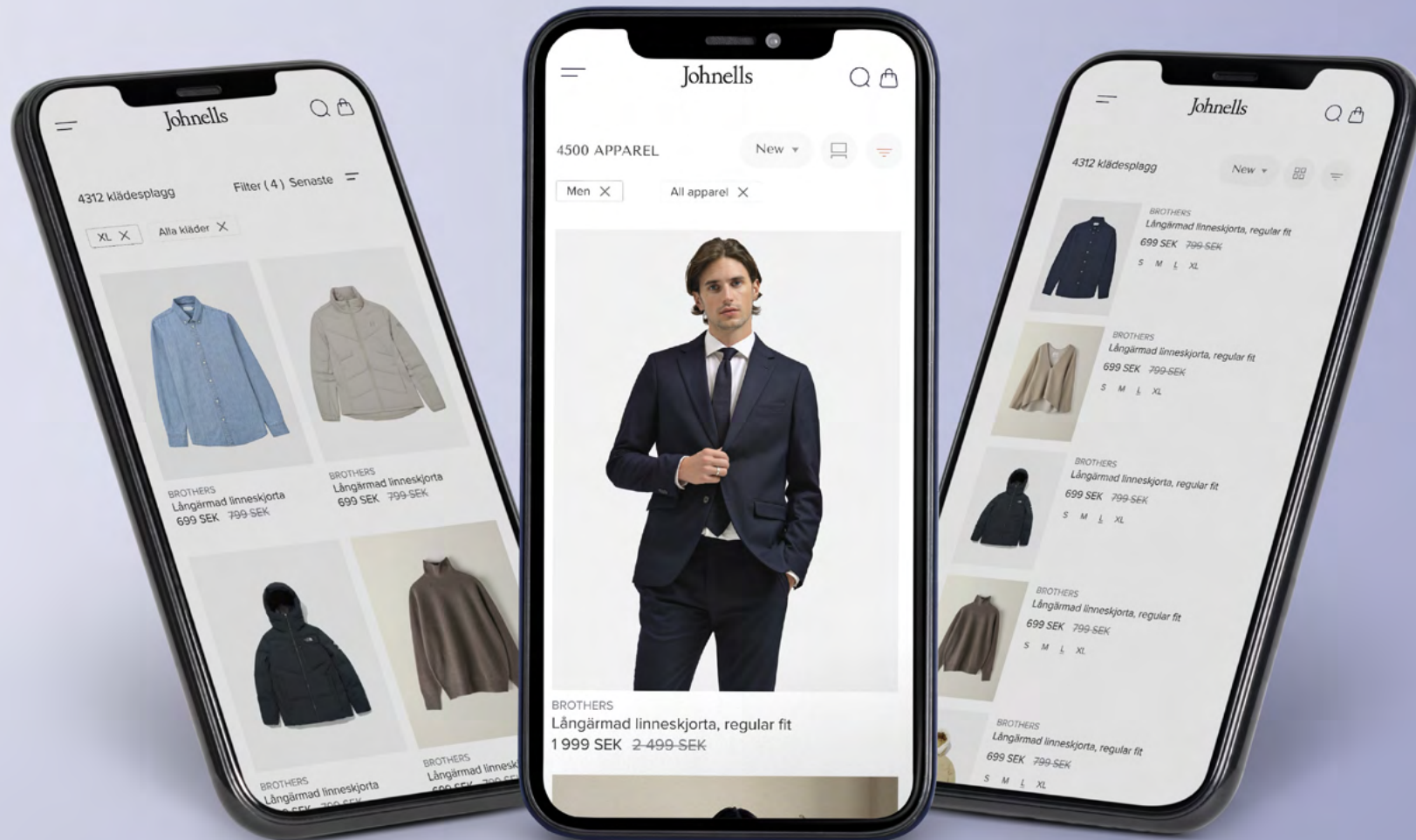
- Mobile commerce
- Brand storytelling
- Fashion editorial UX
- Product discovery
- Checkout optimisation
- Design consistency



Navigation & Structure

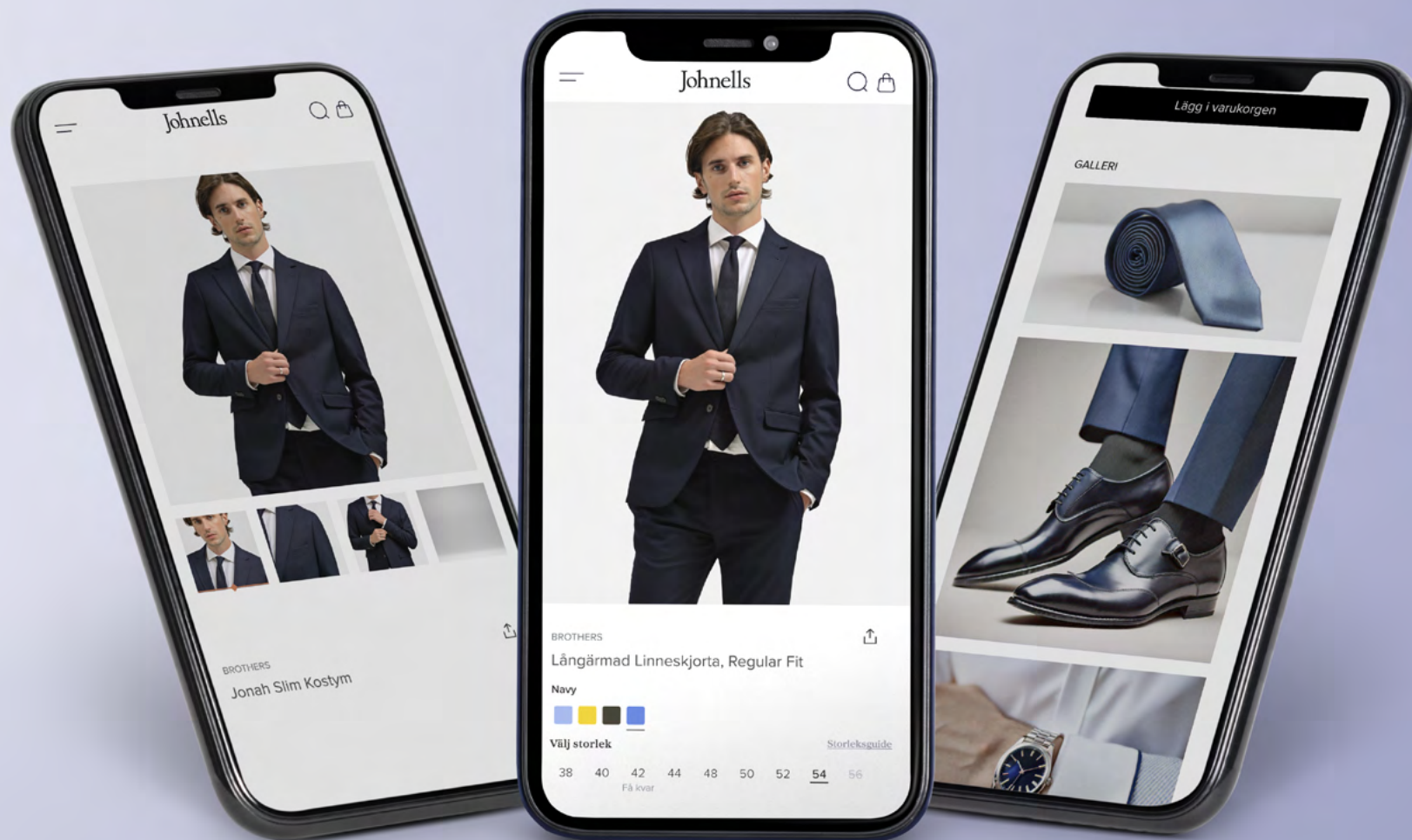


Product Discovery



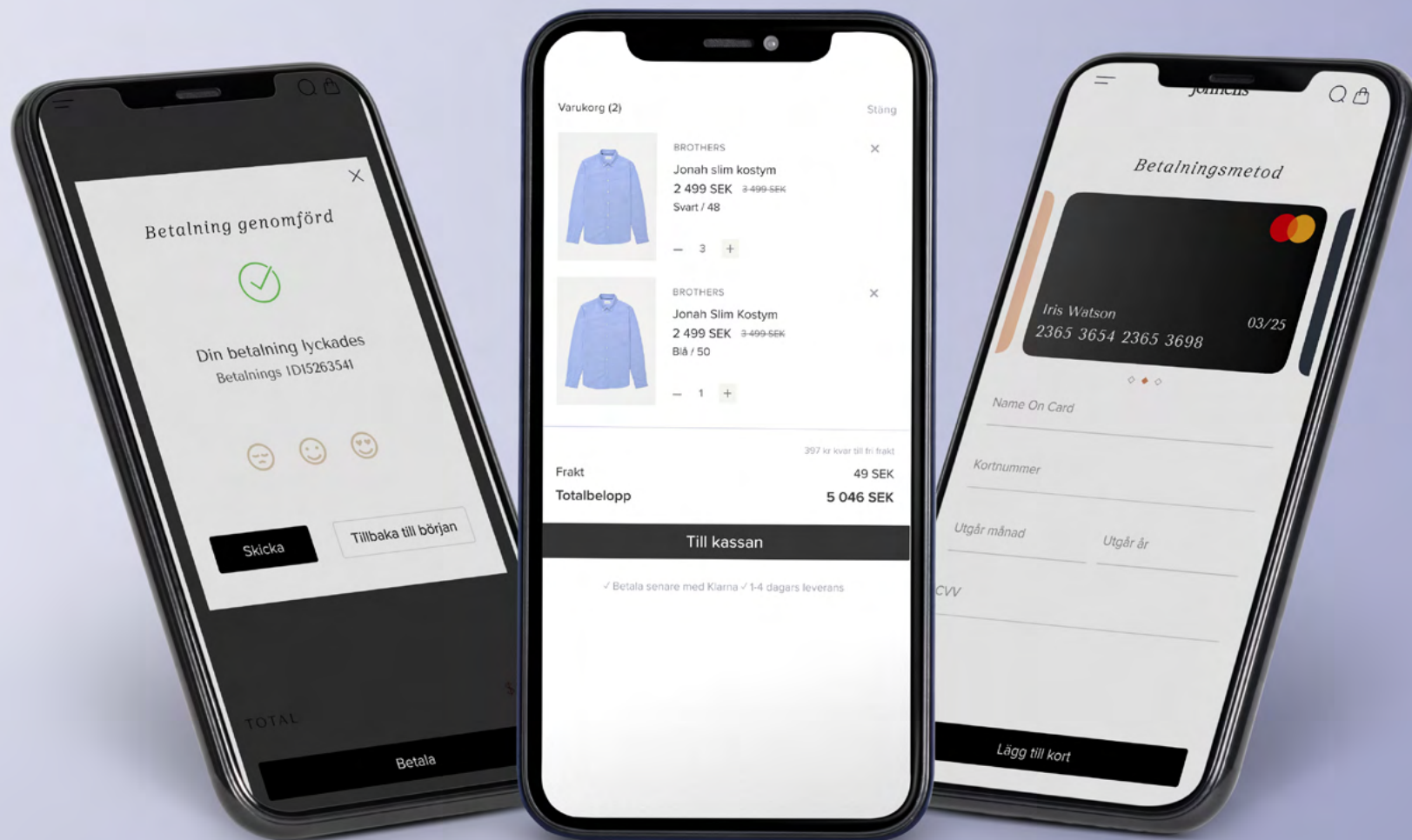
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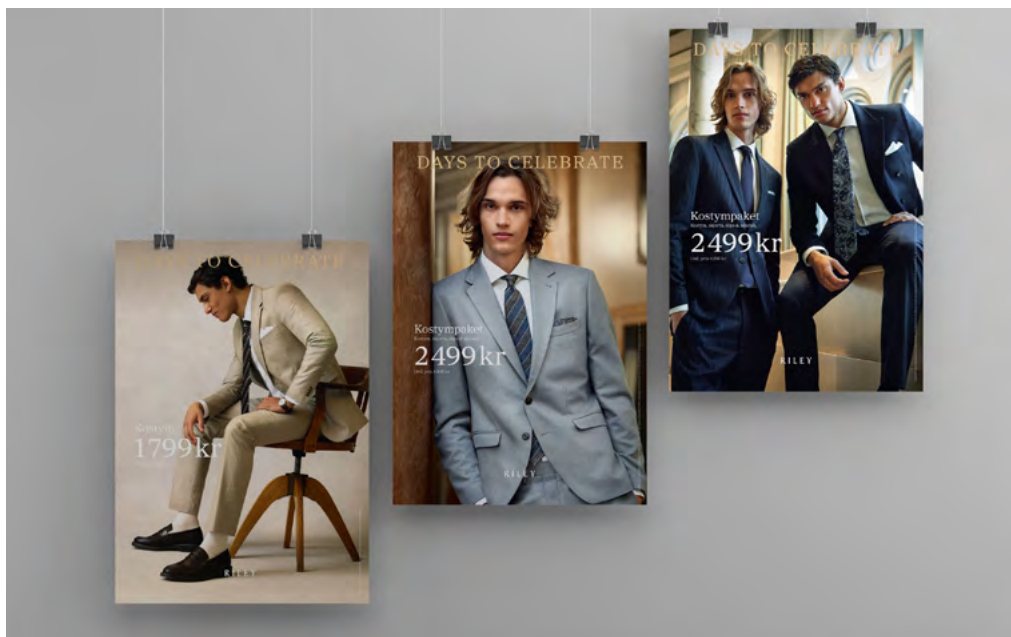
Product Experience



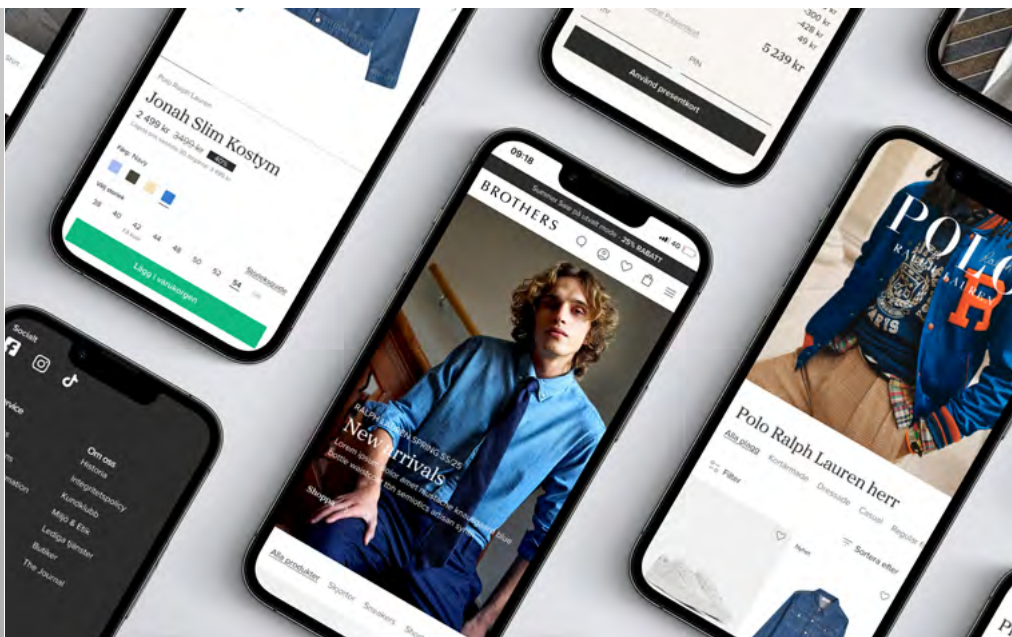
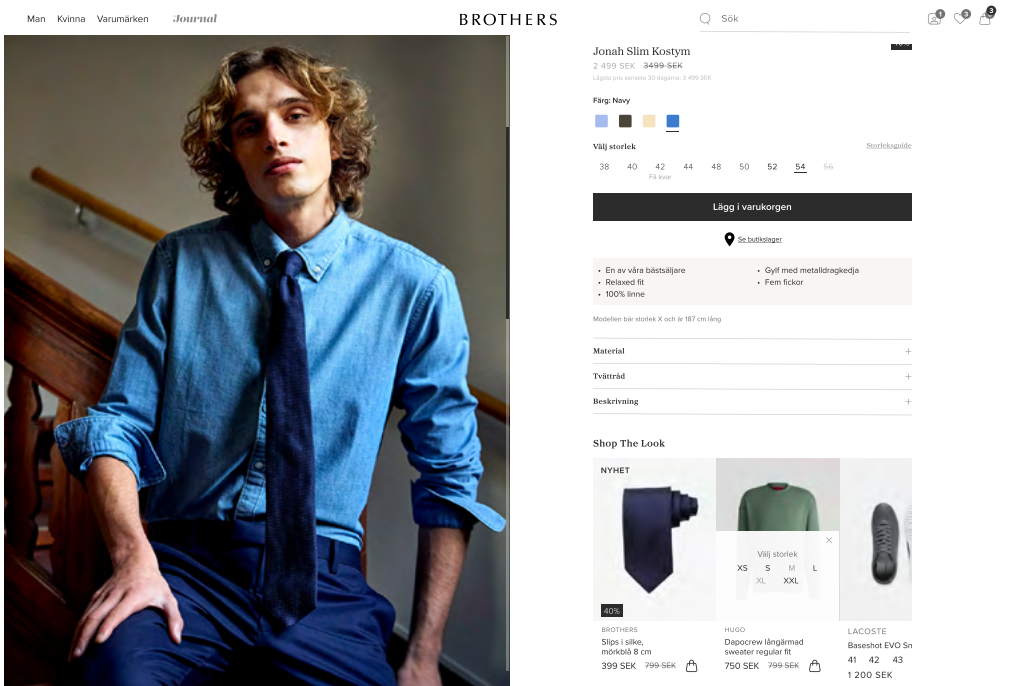
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Checkout UX





Summer Sale på utvalda sommarplagg - 25% RABATT SUMMERSALE



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

Design Tokens

Card



81

75% Discount

Buy Now €130.32

☆ Rating
4.80 (306)

💰 Store Price
€149.00

📏 Size
UNI

Daniel Wellington
Men's Automatic Black 44mm Stainless steel 5atm

Description
The Hugo automatic watch combines a black stainless steel case and bracelet with a 42mm dial for everyday wear. It highlights reliable automatic movement and 5 ATM water resistance for practical all-day wear.

SKU

Variables		Search		
Collections		Name	Value	
Alias	90			
Brand	75	Coral		
Mapped	53	50	FFEFED	
Responsive	34	100	FFDFDB	
		200	FFC0B8	
		300	FFA094	
		400	FF8171	
		500	FF614D	
		600	E55745	
		700	CC4E3E	
		800	993A2E	
		900	66271F	
		1000	33130F	
		Grey		
		50	F4F4F4	
		100	E8E8E8	
		200	D2D2D2	
		300	BBBBBB	
		400	AAAAAA	
Groups				
All	75			
Coral	11			
Grey	9			
Red	9			
Orange	9			
Green	9			
Blue	9			
Font family	2			
Font weight	4			
Scale	13			

Design Prototype 100%

Page

☐ F5F5F5 100 %

☒ Show in exports

Variables

Styles

Text styles

Ag H1 · 60/72

Ag H2 · 48/56

Ag H3 · 40/48

Ag H4 · 32/40

Ag H5 · 24/28

Ag H6 · 20/24

Body

Ag xsm · 11/13

Ag xsm-link · 11/13

Ag xsm-price · 11/13

Ag xsm-semibold · 11/13

Ag sm · 14/16

Ag sm-link · 14/16

Ag sm-semibold · 14/16

Ag md · 16/20

Ag md-link · 16/20

Ag md-semibold · 16/20

Ag lg · 20/24

Ag lg-link · 20/24

Ag lg-semibold · 20/24

Ag xlg · 24/28

Responsive Scale

PLP

312



Men's Automatic Black 44mm Stainless steel 5atm
Daniel Wellington
€123.45

View €123.45

312



Men's Automatic Black 44mm Stainless steel 5atm
Daniel Wellington
€123.45

View €123.45

312



Men's Automatic Black 44mm Stainless steel 5atm
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View €123.45

312



Men's Automatic Black 44mm Stainless steel 5atm
Daniel Wellington
€123.45

View €123.45

PDP Card

81



75% Discount

Buy Now €130.32

Rating
4.80 (306)

Store Price
€149.00

Size
UNI

Daniel Wellington

Men's Automatic Black 44mm Stainless steel 5atm

81

Description

The Hugo automatic watch combines a black stainless steel case and bracelet with a 42mm dial for everyday wear. It highlights reliable automatic movement and 5 ATM water resistance for practical all-day wear.

SKU

1514035

EAN

7613272527286

Congratulations



75% Discount

€132.32

Secure Checkout

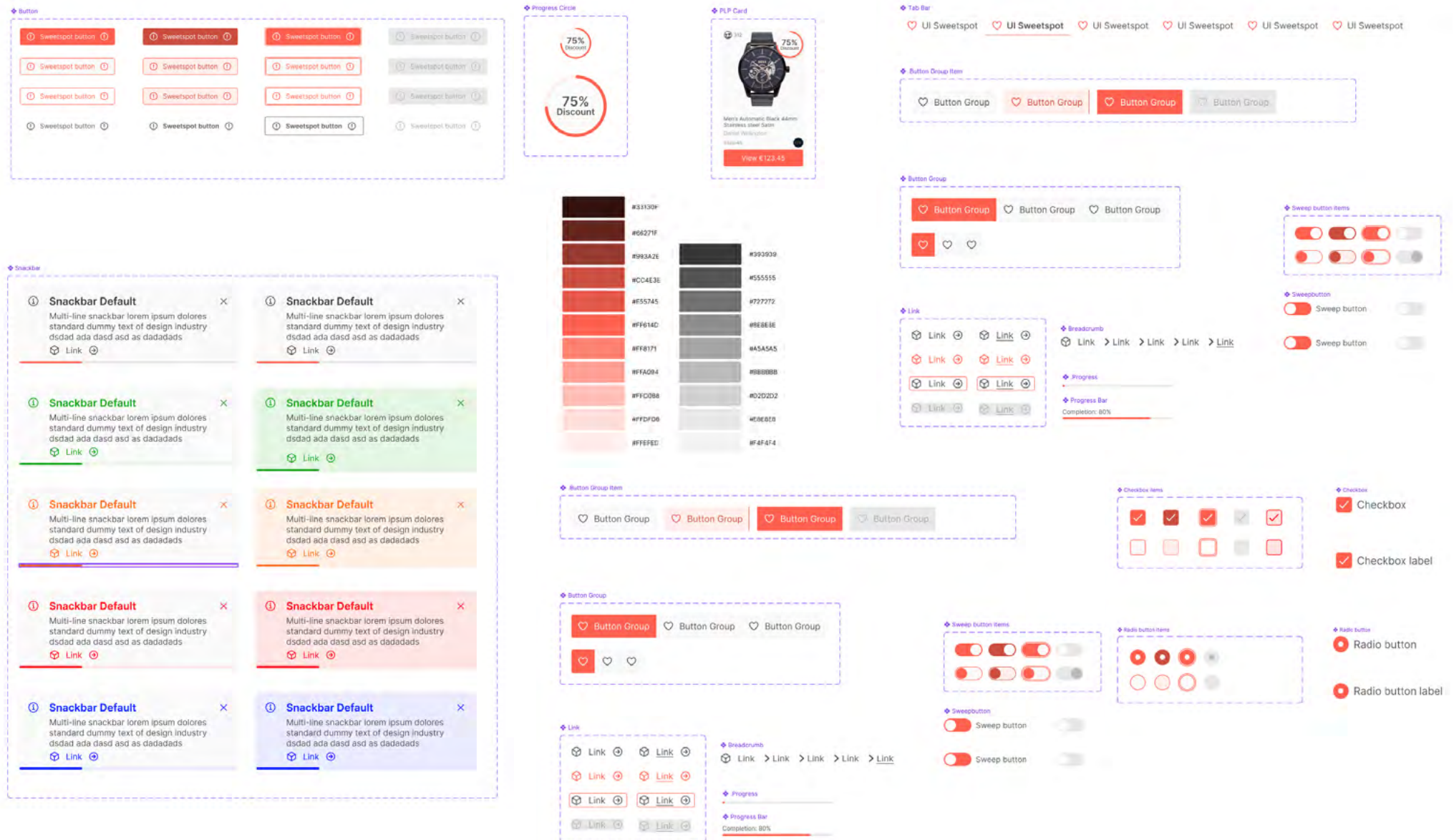
Snackbar Default

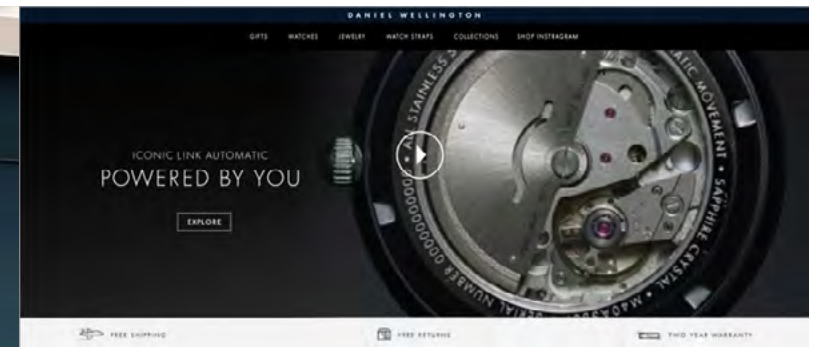
Multi-line snackbar lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

75%
Discount Secured

78
Participants Beat

From Tokens to Interface





*The Iconic Link Automatic is our homage to watchmaking.
A timepiece powered by you. Move through life together – and create magic.*

OLOF NORDSTRÖM, HEAD OF DESIGN.



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



HA'AAS

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.



WHYRED — Conceptual packaging and visual identity exploration focused on minimalism, typography and tactile brand experience.

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.

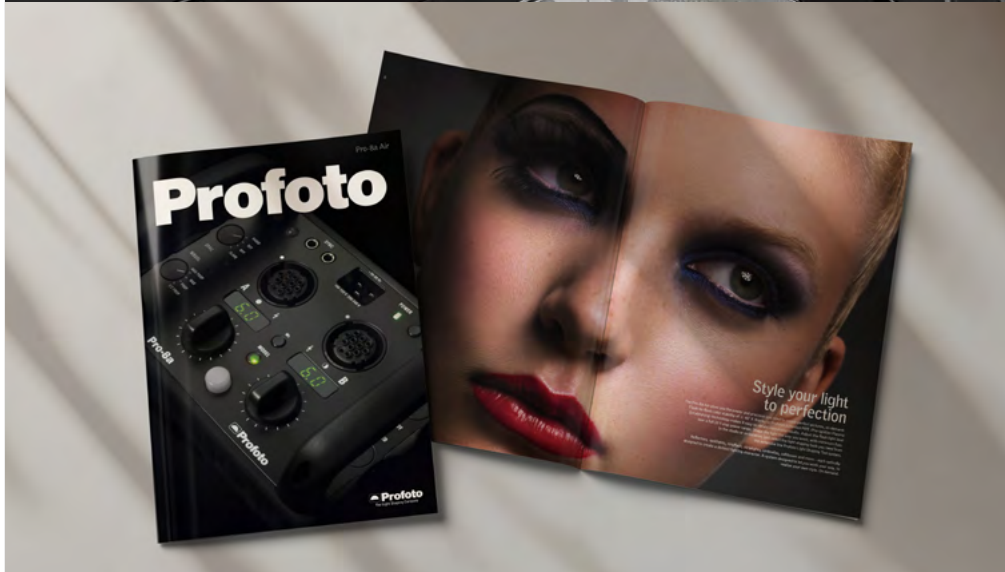
Profoto Pro-8a Air offers you unmatched product performance in terms of flash duration (1/12,000 s), recycling time at 2400 Ws of 0.9 s, power control and versatility. Generate up to 20 flashes per second, and up to 1000 full power flashes per hour, with a flash-to-flash precision of $\pm 1/50$ f-stop 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.



HA'AAS



HA'AAS

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!?

ABCDEFGHIJKLMNO
PQRSTUVWXYZÅÄÖ
abcdefghijklmno
pqrstuvwxyzåäö
0123456789

HAVAAS



HA'AAS



HA'AAS



HA'AAS

ALTAIF.SE



HA'AAS



HA'AAS

