

John Scott Guggenheimer

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Design Experience

Freelance Design Work, 2006-2009

Sweden

Dondoca, high fashion store

- Developed a logo and graphic identity for the clothing store.

Casewatch (USA), law studies on DVD

- Developed a concept for the product
- Designed a logo and graphic profile

Adinbox, internet marketing

- Created a logo set for the company
- Designed graphics for the web page

Cato, ecological bakery

- Developed a logo for the bakery.

Mañana, Swedish movie

- Designed a movie poster.

ANRA Photojournalism, photographers

- Created a design and an interface for a client-side editable web portfolio

Dope Streetwear, streetwear store

- Developed a marketing strategy.
- Created a logo and and graphic symbol
- Designed local and regional marketing material (ads, posters, flyers)

Första Gången, Youth Education DVD

- Designed a DVD-cover for the educational anti-drugs DVD "Första Gången" (swe. First Time)

High Five, Drawing Competition

- Created a brand name for the concept
- Designed a graphic symbol

Antonia Bret Mariassy, Architect/Designer

- Built a personal portfolio webpage
- Combined vector with photoshop effects to create photorealistic results without photos

Last Call For Third Heaven, Photography Book

- Created a documentary photography book
- Worked side by side with a photographer finding ways of connecting photography with design

Tiqui Taca, Soccer Tournament

- Developed a logotype
- Initiated development of a graphic identity

HelaMalmö, Youth Organization

- Designed a promotional folder
- Selected and edited photos
- Assisted in printing

Fourfold, Horse Racing

- Conceptualized ways of graphic presentation
- Produced a logotype from conceptualizations

Jesper Klemmedsson, Photographer

- Shaped an identity from the client's style
- Created a logotype
- Designed a personal portfolio web page

Concha Films, Film Company

- Made a company logotype
- Sketched suggestions for crew clothing

Skills

Computer Skills

- **Adobe Illustrator**
- **Adobe Photoshop**
- **Adobe InDesign**

- Adobe Acrobat
- Adobe Bridge
- Adobe Director
- Adobe Dreamweaver
- Adobe Flash
- Adobe Fireworks
- jQuery

- Microsoft Office
- PHP
- Ruby On Rails
- Print and Color Management
- XHTML & CSS

Språk

- Swedish
- English
- Italian

Education

Scuola Politecnica di Design, 2007-2008

Master in Visual Design - Milan, Italy

- Improved team leadership and group design-development skills
- Developed identity creation and advertising skills
- Refined Illustrator and Photoshop skills & techniques
- Obtained knowledge of industry standard web page design
- Learned color management & printing
- Gained further experience in typography & page layout

Malmö University K3, 2006-2007

Graphic Design & Typography - Malmö, Sweden

- Developed typography skills
- Learned graphic design history
- Practiced and refined the graphic design-development process
- Studied page layout and grid usage

Malmö Mediegymsnasiet, 2000-2003

The Media Program - Malmö, Sweden

- Learned graphic design basics
- Obtained basic knowledge in visual communication & advertising
- Gained advanced skills in digital & analogue photography