



# CARTINA



## Jimmy Leonardsson

Product Designer

Jimmy designs product and brand experiences based on customer expectations, business goals, brand values and technological innovation. He has extensive experience and love working in the fields of e-commerce and fashion brands.

- \* Designing digital products and services
- \* Work with brand design, with a focus on digital experiences
- \* Creating scalable design systems and guidelines
- \* Experience in the typeface design process
- \* Multi-lingual platform agnostic typography knowledge

## Highlighted Projects

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### Senior Digital Designer

H&M | 2016 - 2022

H&M Agency, Marketing & Communication.

Jimmy worked over 10 years as a design consultant at HM. Among others he worked with Visual Design, Brand Identity & Product Design in H&M:s online channels.

### Digital Designer

H&M | 2013 - 2016

This assignment was primarily at HM:s IT-department in various IT-projects where he had a role as UI Designer within IT Sales Online & Marketing.

### Tools

- Figma (Software)
- Sketch
- Adobe Creative Suite

### Industries

- E-commerce
- fashion
- FMCG

### Methods & Processes

- Art Direction
- brand identity
- Campaign
- Digital design
- Product Design
- Typography
- Interaction design
- Concept Design
- CSS
- Design
- HTML5 programming
- Atomic design
- Design System

## Previous Assignments

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Jun 2016 - Dec 2022

### Senior Digital Designer

H&M

H&M Agency, Marketing & Communication.

Working with Visual Design, Brand Identity & Product Design in H&M:s online channels.

Visual Design

Worked with the visual design of the UI-framework for HM.com and Android and iOS Apps for H&M.

Brand Identity

Worked with the digital experiences for the HM brand Online.

Including, new color and form i.e. Typography, Layout and more.

New Typeface (participation in design, development, guidelines, implementation, launch and maintenance) for HM Online and Print and Store together with the company Monotype and Open Studio.

Product Design

Collaborated with product teams and added UI-expertise in these. Resulting in new products, close collaboration with the product teams.

Marketing, Creative Studio

Designing new features for HM together with IT-, UX- and Frontend teams. Jimmy and his team was responsible for maintaining the visual identity for HM digital channels.

Also quality assuring these.

Campaign and collaboration Kenzo x HM.

Designed a companion APP for the campaign between Kenzo and HM to promote the collection in Social media and messaging, for iOS it was a Emoji keyboard for Android it was an APP with called EmotiKenzo. Users could share the emojis stickers with each other and on social media.

Design system

Developed a design system for HM.com because the need was to have a cohesive structure/framework for HM UI-components and overall look and feel.

It was based on Atomic Design so that it could be easy to scale and develop new features and easy to share with designers and developers across HM and also different collaborations with third party companies.



Oct 2013 - May 2016

## Digital Designer

H&M

UI Designer for IT Sales Online & Marketing at HM.

Worked in a agile development team and was responsible for visual and UX design and UI-pattern library.

The projekt was to implement a new CMS system and features to HM.com and the result was a high performance system for both end-users (customers and visitors) and editors (HM employees).

### Result

Jimmy enhanced the experience of HM for end-users and a better workflow for editors, which increased the brand perception and the total Online sales.

Marketing

it sales

Digital design

Frontend programming

Design System

Pattern Library

HTML5

CSS

Jan 2015 - Jan 2015

## Digital Designer

Hertz

Visual design for HERTZ HIKER APP.

HERTZ HIKER APP is a mobile application that HERTZ staff uses to manage their rental car fleet in a more efficient way. Jimmy created visual design based on the company's identity and enhanced the user experience by making the app more user friendly.

Visual design

Concept Design

May 2013 - Aug 2013

## Digital Designer

Cheap Monday

Designed the responsive e-commerce website for Cheap Monday.

Responsibilities included creating concept and expression together with the Art Director, visual and interaction design for mobile and desktop touch points. I helped the business with QA design reviews close to launch, campaign creation and setting up live streams for fashion shows.

Quote (Swedish):

"Jimmy är inte bara väldigt snabb och formsäker i sin design, men har under projektets gång alltid legat steget före och levererat kreativa lösningar för olika delar av den blivande webshopen, som vi har kunnat godkänna rakt av. Detta, och Jimmys positiva och lösningsorienterade attityd, har gjort det ett sant nöje att jobba med honom."

DEVI BRUNSON, DIGITALA PROJEKT OCH SOCIALA MEDIER, CHEAP MONDAY

Case Study:

<https://www.jimmyleonardsson.com/case/cheapmonday.pdf>

E-commerce

Campaign

Concept Design

Art Direction

Digital design

QA ansvarig

May 2011 - Apr 2013

## Digital Designer

H&M

Digital design for H&Ms Corporate and Career websites.

Created Visual- and interaction design, Design guidelines, Responsive retrofitting, pre-study Responsive design (desktop site).

Digital design

Interaction design

Frontend programming

HTML5

CSS

## Employers

Cartina Tech & Design

May 2022 - Ongoing

Claremont (Zington)

Jan 2016 - May 2022

ÅF AB

Jan 2014 - Dec 2015

Agero AB

Feb 2010 - Dec 2013

## Courses and Certifications

Responsive Web Design Work Shop Responsive Web Design	2015
Japanese KAI Japanese Language School	2009
ky, Multimedia Production JensenEducation	2004

## Skills

### 5 Expert

- Adobe Creative Suite
- Art Direction
- brand identity
- Campaign
- Concept Design
- CSS
- Design
- Digital design
- E-commerce
- E-commerce B2C
- fashion
- Figma (Software)
- FMCG
- Graphic design
- HTML5 programming
- Presentation
- Product Design
- QA ansvarig
- Retail Industry
- Service Management
- Sketch
- Solution Development
- technological innovation
- Typography
- Visual design

### 4 Advanced

- Android Design
- Atomic design
- Bitcoin
- Brand
- Brand design
- Brand development
- Design System
- Digital strategy
- Frontend programming
- Interaction design
- iOS Design
- Marketing
- Pattern Library
- Photography
- typeface design
- Workshops

### 3 High Competence

- Digital transformation
- Filmmaking
- it sales

## Languages

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Swedish	Native or bilingual proficiency
English	Full professional proficiency
Japanese	Elementary proficiency