

Lasse Reese

Art Director

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lassereese.dk ↗

Designer that fell in love with Art Direction. Founded A Pen Company to kill brainrot and doomscrolling. Not going great so far. Creative built on culture, a problematic amount of open tabs and midnight notes. YCCA shortlisted x3. OSF shortlisted. D&AD New Blood Pencil winner.

Experience

Art Director Jes Media Since Oct. 2025

Building the creative department at JES Media. A performance agency built on the belief that performance works better with good creatives.

Founder A Pen Company Since Dec. 2024

Founded A Pen Company. I developed the brand from scratch. Concept, identity, packaging, e-commerce, content and the words that make people care about a pen in 2026.

Freelance Art Director Since Dec. 2024

Freelance Art Director specializing in branding, concept development, and digital design. Collaborates with Danish and international clients.

Clients: Mundfuld studio, Overmind, Rosted Bang.

Brand designer Cosani & Frostline Dec. 2021 – Dec. 2024

Made toilets feel sexy and outdoor showers irresistible. helped shape Cosani and Frostline from start-up brands into established players on the Danish market.

Art Director Zupa Dec. 2021 – Dec. 2024

Internship as Art Director at the advertising agency Zupa, focusing on concept development, strategy, and execution. Contributed to developing the concept for a nationwide campaign for an international retail client.

Education

AD-linjen (Art Direction course)

Den Danske Reklameskole Jan. 2026–Jun. 2026

BA in visual communication design

VIA University College Jul. 2023–Dec. 2024

AP Degree in Multimedia Design

Aarhus Business Academy Jul. 2021–Jun. 2023

Awards, features & projects

D&AD Newblood Pencil Winner, 2026

3x Shortlisted: Young Creative Circle Award, 25/26

Shortlisted: OSF, Our Sustainable Future, 2026

A PEN COMPANY featured on Siteofsites.com, 2025

Winner: ECO Interior Design Award, 2024

Drugs of choice

Figma, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Shopify, WordPress, WooCommerce, weavy, Kive, Midjourney, ChatGPT, ElevenLabs, Runway, PowerPoint, Klaviyo, Canva.