

Portfolio 2026

JENNIFER JONSSON

Brand & Visual

Digital Experience

Creative Technology

01 Profile

I'm a multidisciplinary designer with a background in interaction design and marketing, creating visual and digital experiences that connect ideas, people, and technology. My experience spans branding, digital design, campaigns, and creative projects across agency, startup, and corporate environments.

I enjoy working from the early stages of an idea through to its final expression – defining the concept, shaping the visual direction, and finding the right way to bring it to life. I'm particularly interested in how new technologies can open up new ways of designing, communicating, and experiencing ideas.

My marketing background adds another layer to my design practice, teaching me to consider audiences, positioning, communication, and business objectives alongside the visual and conceptual side of a project.

I'm drawn to projects where brand and zeitgeist meet – where there is an opportunity to rethink how a brand can express itself, evolve, and connect with people. I enjoy exploring visual languages that feel contemporary and distinctive – creating work that catches attention, communicates with purpose, and feels relevant to the people it is made for.

Hej! Hello, Bonjour



- 01 SOCIAL MEDIA
- 02 CREATING WITH A.I
- 03 GENERATIVE DESIGN
- 04 DIGITAL IDENTITY
- 05 INTERACTIVE APP
- 06 AR-FACEFILTER

Visual Communication

SOCIAL MEDIA

Client Work

MHP HYPNOSE

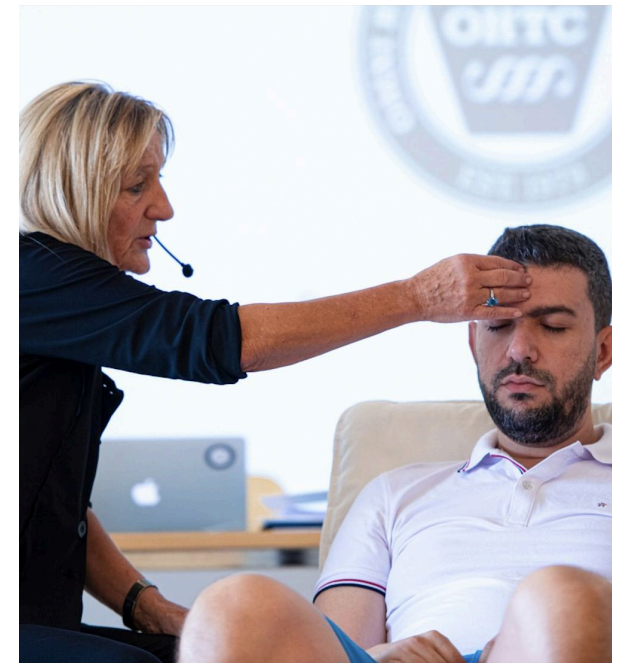
As a creative freelancer, I developed and executed a cohesive visual style for mhp|centrum's social media and online advertising to enhance brand visibility and attract new customers. I managed the entire process from concept to campaign launch through ongoing collaboration with the leadership team. By combining creative design with marketing objectives, I helped strengthen the brand's digital presence.

Project: Commissioned

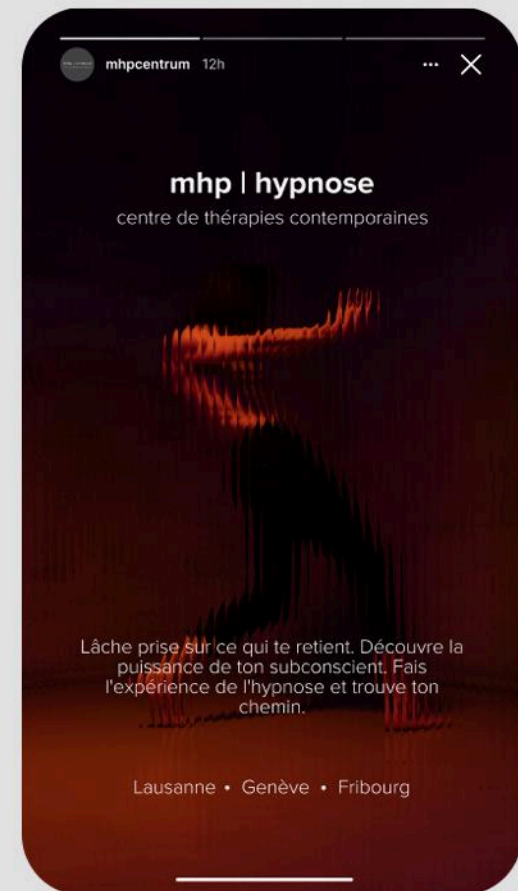
Duration 6 months

Contributors: Gilles Python, Eloise Zbinden

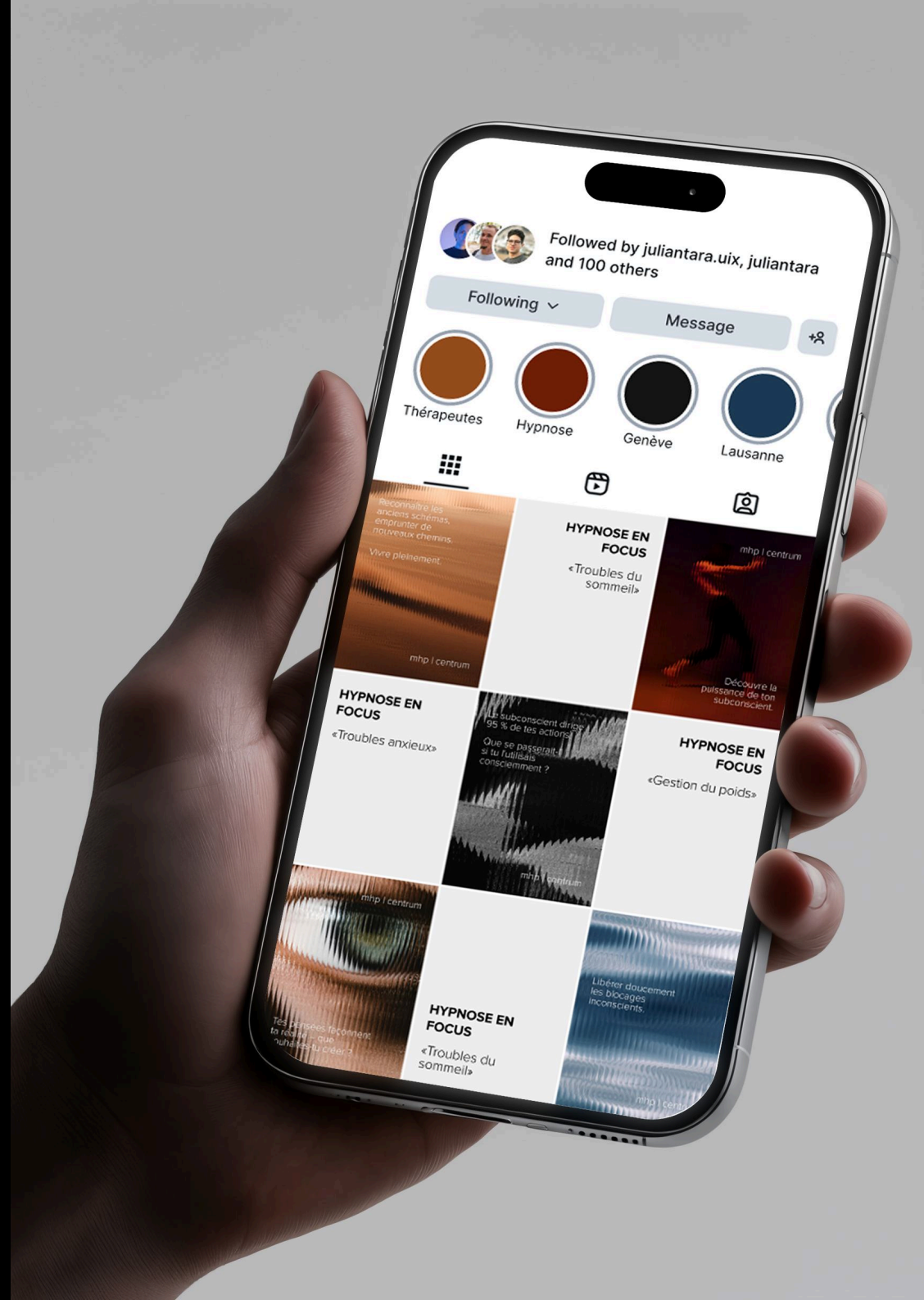
mhp|centrum is a center for contemporary therapies specializing in hypnosis, coaching, and massage in Lausanne, Geneva and Fribourg. Their team of qualified therapists supports individuals with a respectful, solution-focused approach that embraces diversity, activates inner resources, and fosters sustainable personal growth.



Social Media Stories



After in-depth conversations with the in-house therapist, I developed a visual language combining natural imagery with symbolic elements inspired by hypnosis. Motifs such as the eye and flowing waves represent introspection, emotional release, and letting go, while subtle ripple effects evoke the subconscious, memory, and the fluid nature of inner experience. The result is a visual identity that balances clarity with abstraction, inviting curiosity while conveying a sense of calm.



Generative Design

E.A.T. ENHANCED ALGORITHMIC TASTE

Spatial Design

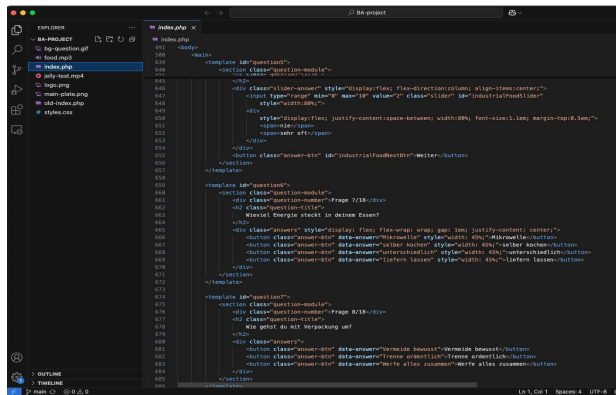
PROCESS

01

Input

From habit to data

The interview logic was designed as a 13-question flow that turns personal habits into a user profile.

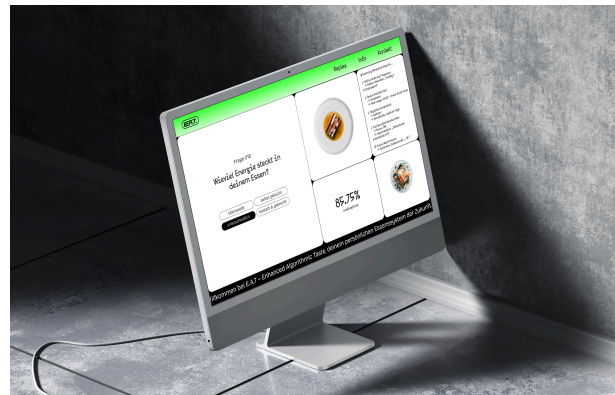


02

Interface

Where design meets AI

The questionnaire's interactive flow was built and styled with AI-generated imagery.

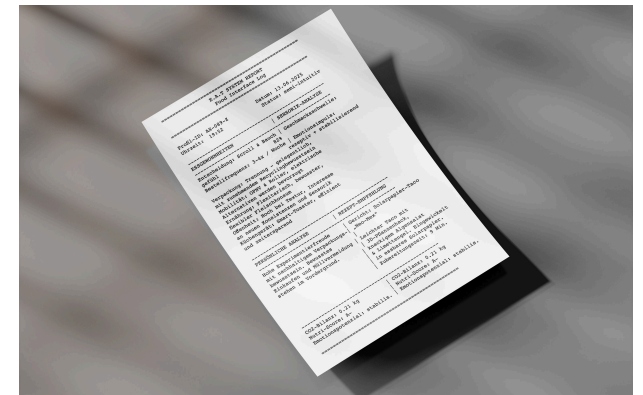


03

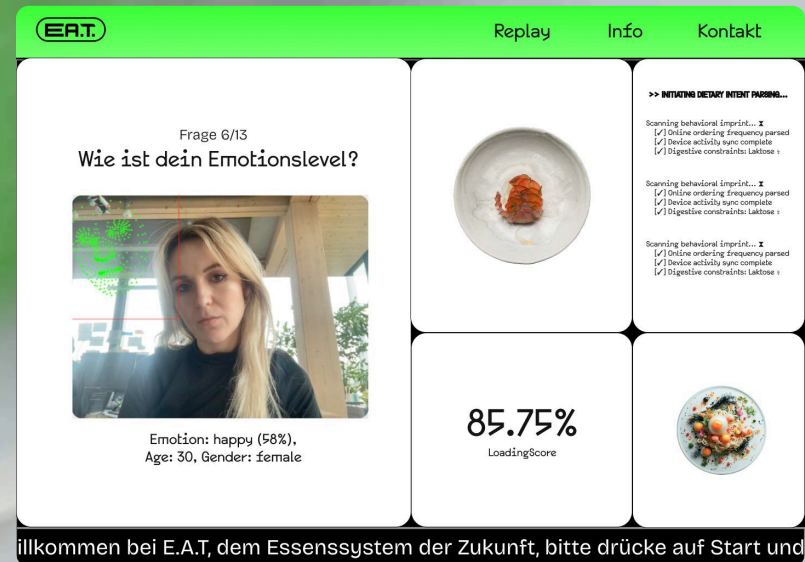
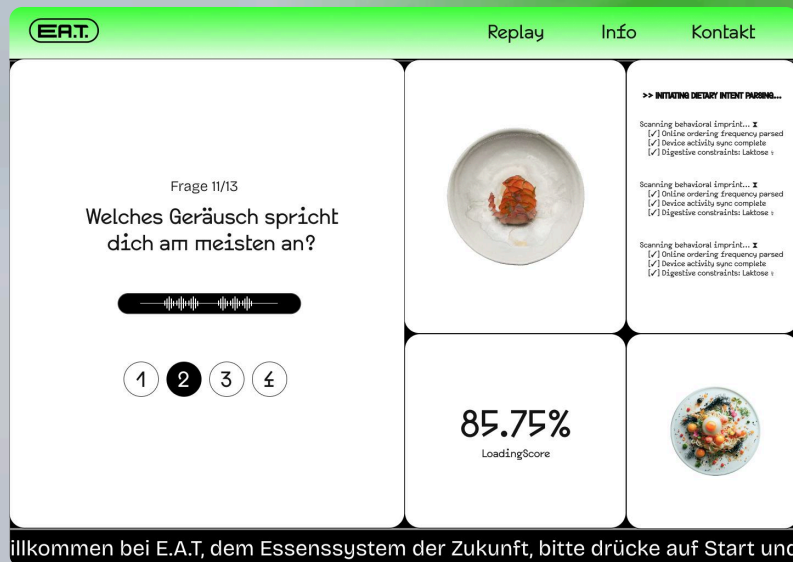
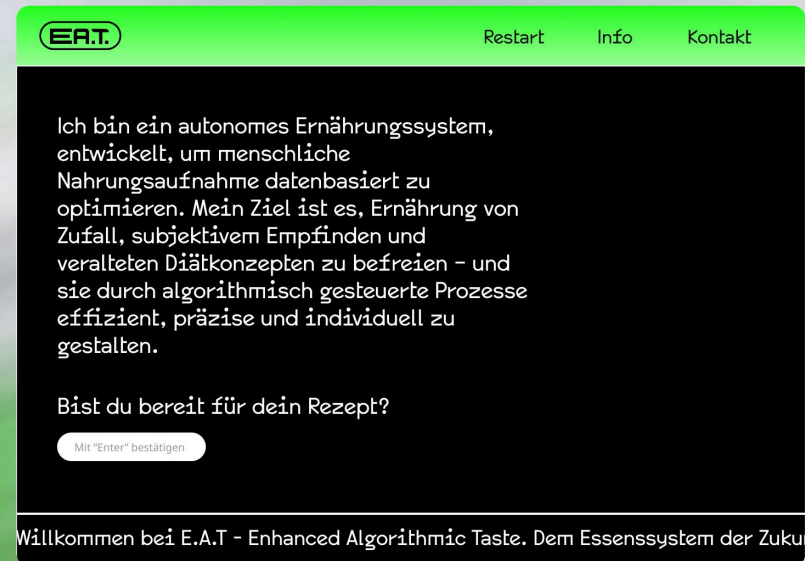
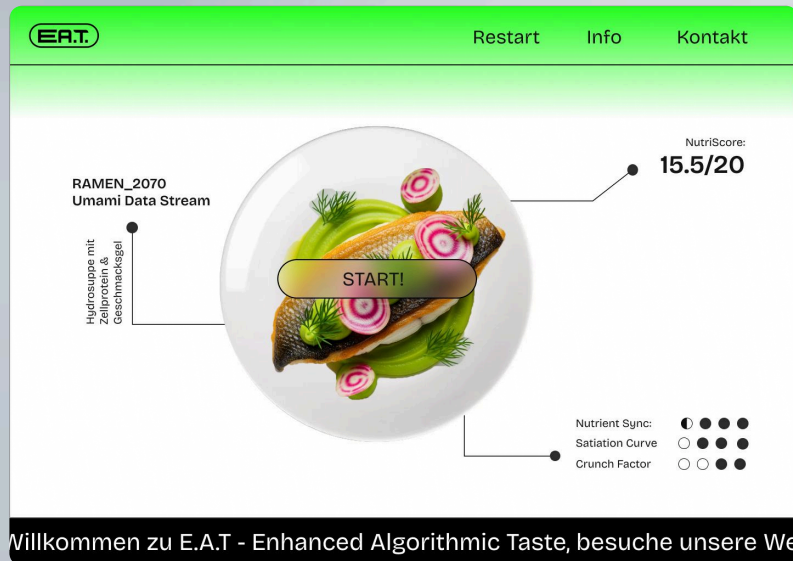
Output

From data to object

The LLM was set up to write a personalised recipe, printed on-site as a takeaway.



UI/UX Design



Animation

VISUAL CONCEPT AND TONALITY

Heal the Web A
+ HEAL THE WEB

Aa Bb Cc

Logotype



Color Palette



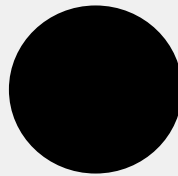
#4ADE80



#7A40F7



#FFFFFF



#000000

Direction

E.A.T's visual identity combines minimalist design with a futuristic, technoid aesthetic inspired by science fiction. Reduced colour and grid-based layouts keep complex content clear without added noise.

E.A.T does not aim to be a nutritional guide but rather serves as a digital space for reflection. It challenges our current eating habits, mirrors individual perspectives, and invites deeper consideration of technological influence, self-optimization, and cultural values related to food.

The project doubled as an experiment: testing how far AI could carry a creative process, and where its limits showed. In coding, AI became a close collaborator, accelerating development through vibe-coding. In design and imagery, its role was more targeted – generating plated food visuals and drafting recipe text, while creative direction and every final decision stayed hands-on. AI tools evolve constantly, and the landscape already looks different today than it did during the project.

Working this way meant knowing where to hand over speed and where to hold onto control – a balance that keeps shifting as the tools themselves keep changing.



HOW REAL IS REAL? ASSISTED CREATIVITY

Programming

GENERATIVE DESIGN

Poster Design

«FILMFLUSS» POSTERSERIE

Als Abschlussprojekt des Moduls «Generative Design» entstand in einem Duo eine Plakatserie für das Zürcher Open-Air-Filmfestival «Filmfluss». Das Festival findet jedes Jahr im Letten statt – einem lebendigen Stadtgebiet am Ufer eines der beiden Flussarme, die Zürich durchqueren. Der Ort steht für Begegnung, Wassersport und geselliges Miteinander am Wasser.

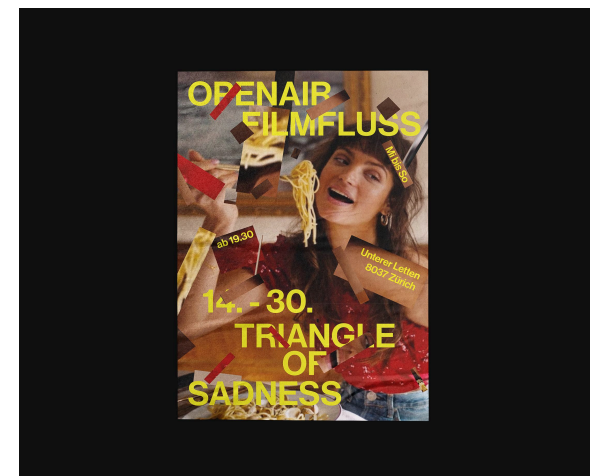
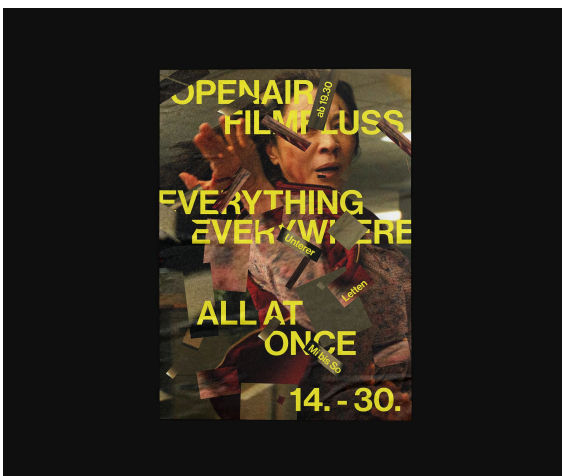
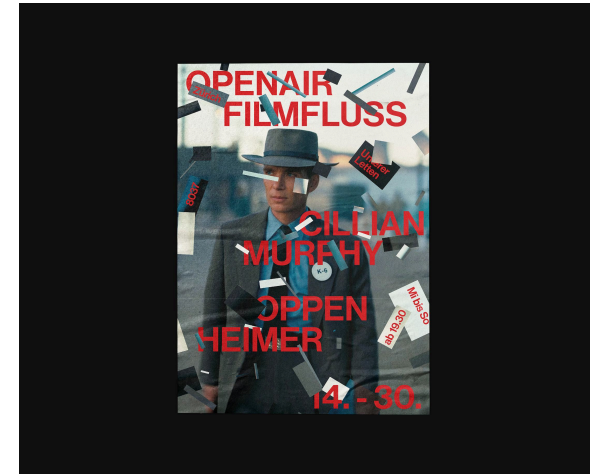
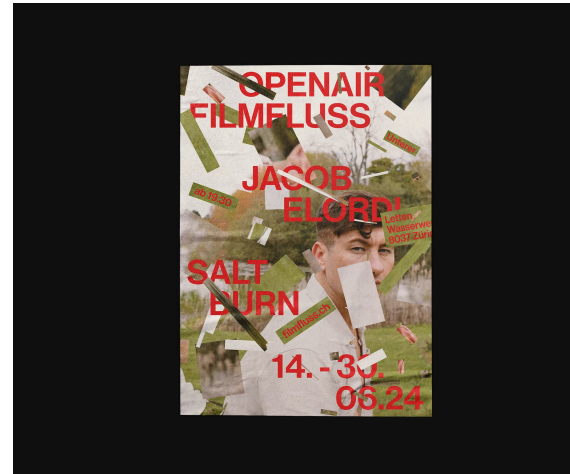
Die gestalterische Verbindung zwischen Code und Film bildet der Glitch- bzw. «Bug»-Effekt – eine Anomalie, die das Bild verzerrt. Im Duo entwickelten wir Konzept und Gestaltung, während ich den visuellen Effekt durch gezielte Code-Experimente erarbeitete und implementierte.

Project:	Generative Design
Duration	6 weeks
Contributors:	HEAD - Genève



MOCKUPS

With this choice, we wanted to bring movement to a medium that is by definition static: the single film still. We glitched the images in p5.js into explosive, fragmented forms – a dynamism that echoes the lively, bustling life along the river in summer.



CODE AND CONCEPT

The code and animation were originally created in p5.js. For social media purposes, I reworked and refined the visuals in After Effects.

Animation:

https://www.instagram.com/p/DCXR-IYjMfHO/?img_index=1

Code:

<https://editor.p5js.org/jensson/sketches/9-qcWxwnJ>

```
sketch.js
1 let bgImg; // Hintergrundbild
2 let distortionImg; // Bild für das Glitchen
3
4 function preload() {
5   bgImg = loadImage('sb.jpeg'); // Hintergrundbild laden
6   distortionImg = loadImage('sb.jpeg'); // Bild für das Glitchen laden
7 }
8
9 function setup() {
10  createCanvas(bgImg.width, bgImg.height); //Hintergrund
11  image(bgImg, 0, 0); // Hintergrundbild anzeigen
12  glitchImage(distortionImg); // Bild glitchen
13 }
14
15 function glitchImage(img) {
16   let glitchAmount = 50; // Anzahl der Glitch-Iterationen
17   for (let i = 0; i < glitchAmount; i++) {
18     let x1 = floor(random(img.width)); // Zufällige Position auf dem Bild
19     let y1 = floor(random(img.height));
20     let x2 = floor(random(img.width)); // Zufällige Position zum Kopieren
21     let y2 = floor(random(img.height));
22     let w = floor(random(20, 100)); // Zufällige Breite und Höhe des Kopierbereichs
23     let h = floor(random(20, 100));
24     let offsetX = floor(random(-100, 100)); // Zufällige Verschiebung
25     let offsetY = floor(random(-100, 100));
26     let scaleAmountX = random(-2, 2); // Zufällige Skalierung
27     let scaleAmountY = random(-2, 2);
28     let rotateAngle = random(TWO_PI); // Zufälliger Rotationswinkel
29
30     // Zufällige Transformationen anwenden
31     push();
32     translate(x2 + offsetX, y2 + offsetY);
33     rotate(rotateAngle);
34     scale(1 + scaleAmountX, 1 + scaleAmountY);
35     copy(img, x1, y1, w, h, -w / 2, -h / 2, w, h); // Kopieren des Bereichs
36     pop();
37   }
38 }
39
40 function keyPressed() {
41   if (key === 's' || key === 'S') {
42     saveCanvas('glitched_canvas', 'png'); // Speichern des Canvas als Bild
43   }
44 }
45
```



Webdesign

DIGITAL IDENTITY

Social Media

WEBSITE

A. HASLER

For Swiss artist Anton Hasler – whose work explores the space between dream and reality through a hybrid visual language of painting, digital techniques, and symbolism – I conceptualized and designed his new website. Using Figma, I developed a visual identity that was fully approved by the artist. I am currently building the site in Framer, while also creating the first social media assets to establish a cohesive digital presence and communicate his artistic vision.

The project, which began in September 2025, is ongoing and encompasses both the visual design and the artist’s digital presence in English, French, and German.



Project:	Commissioned
Duration	3 months
Contributors:	Anton Hasler

ANTON HASLER

Works

Exhibition



Press

CV

Contact

ANTON HASLER

Works

Exhibition



Anton Hasler développe une peinture animiste, peuplée de figures à la fois humaines et allégoriques, qui cohabitent dans un espace aux confins du rêve et de la réalité. Son vocabulaire visuel riche en symboles et en références à l'histoire de l'art, se construit dans une approche résolument synchrétique.

Les techniques qu'il utilise dialoguent entre elles : tatouage et le dessin numérique rencontrent la peinture à l'huile et d'autres procédés comme l'impression digitale. Cette tension entre matérialité et virtualité inscrit la pratique de l'artiste dans une esthétique fondamentalement hybride.

CV
2024 - « Momentum of life » Swiss emerging artist program
Laurent Marthaler contemporary, Montreux, CH
2022 - « Flowers will always bloom » National 8 Gallery, Bruxelles, BE
2021 - « L'âme secrète des choses » Galerie Hôtel de Ville, Fribourg, CH
2018 - « Paradis perdu » Callag Factory , Fribourg, CH

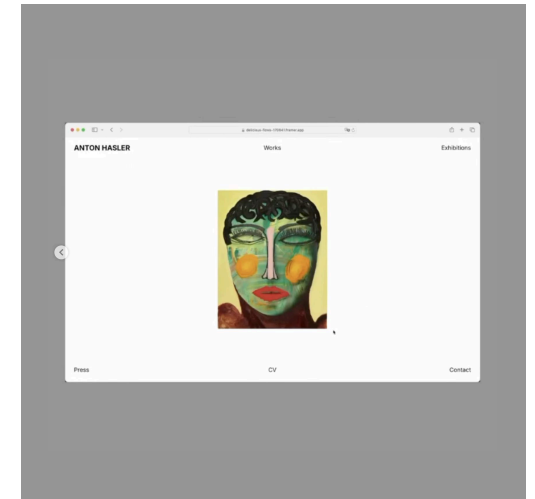
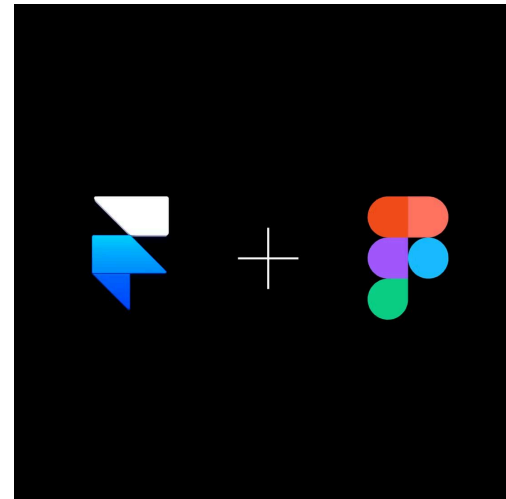
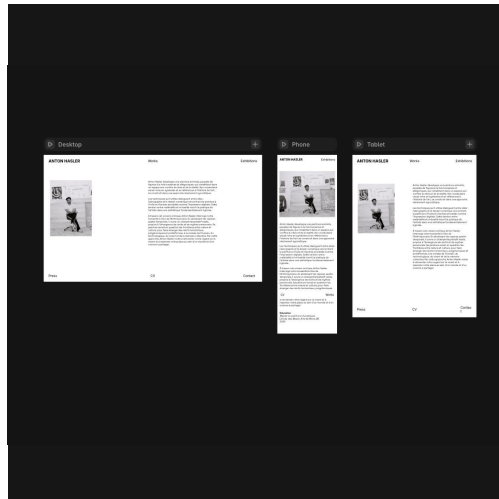
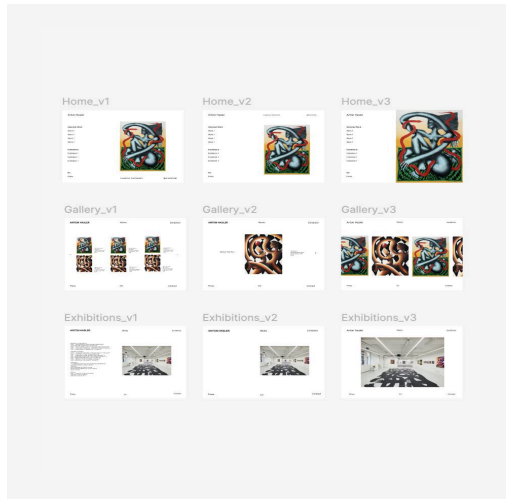
Press

CV

Contact

CONCEPT AND DELIVERY

For Anton Hasler's website, showcasing his colourful, symbol-rich paintings, we agreed early on that the site itself should stay quiet. After a joint brainstorming session, we settled on a calm, minimal and neutral direction – a professional digital presence that lets the artwork carry the visual weight rather than compete with it.



Drafting the direction

I drafted several layout directions in Figma and presented them to the artist for feedback.

Building for every screen

Once the final prototype was decided, I rebuilt all Frames in Framer for desktop, tablet, and mobile.

From Figma to Framer

Choosing Framer as the website builder was driven by its visual & native compatibility with Figma.

Handover

After handover, the site is now maintained independently by the artist – See delivery version [here](#).



3D Modelling

AR-FACEFILTER

Augmented Reality

FACEFILTER

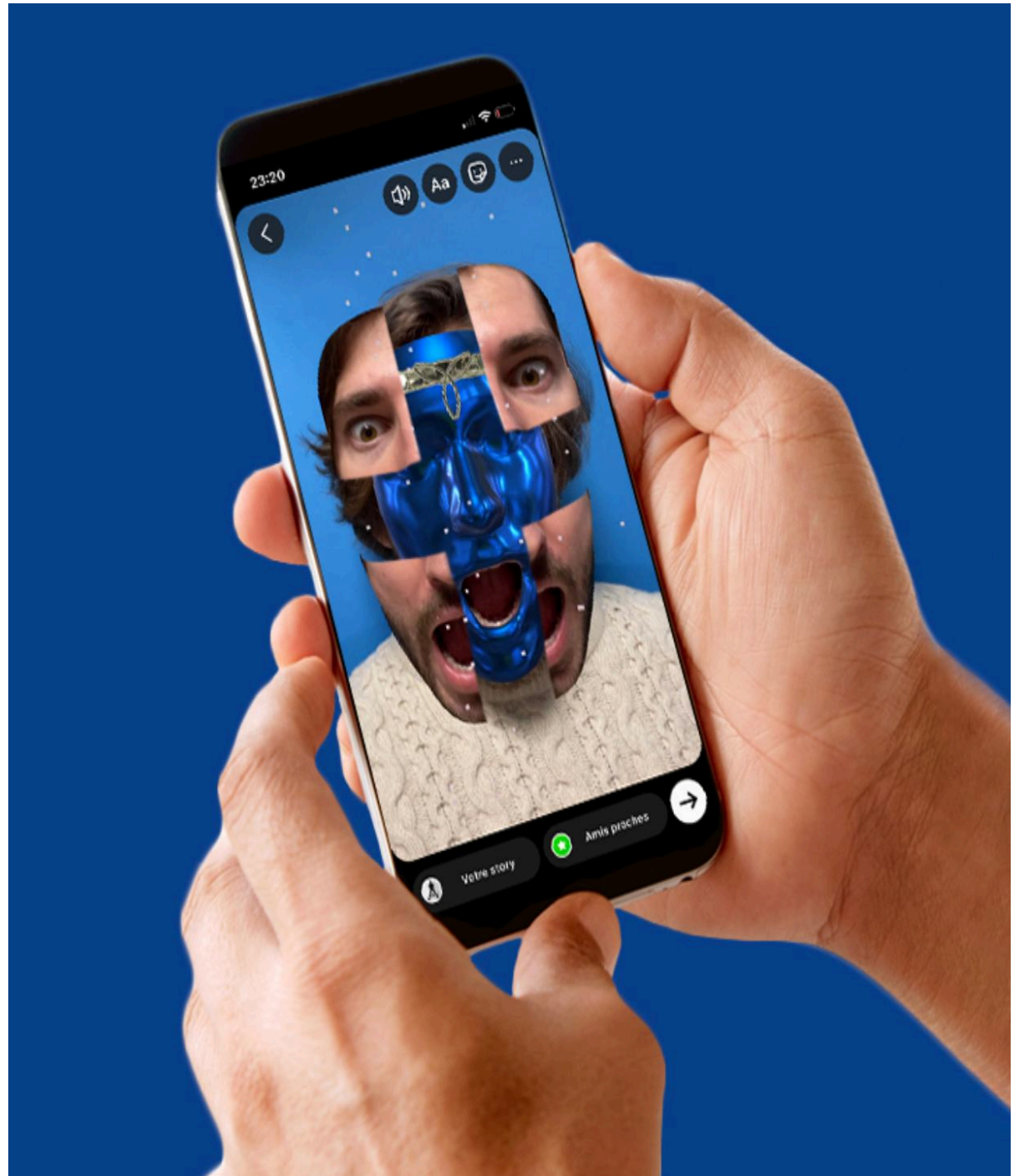
«BLUE FREYA»

For a friend's 30th birthday themed "Vikings," I designed a series of custom face filters to complement the party's atmosphere. Since many guests' costumes were inspired by Nordic gods, my first prototype focused on Freya, the goddess of love. The tiara was sourced from Sketchfab, while all other elements were modeled and created by me. The project allowed me to explore how digital filters can enhance themed events by adding an interactive and playful layer to the experience.

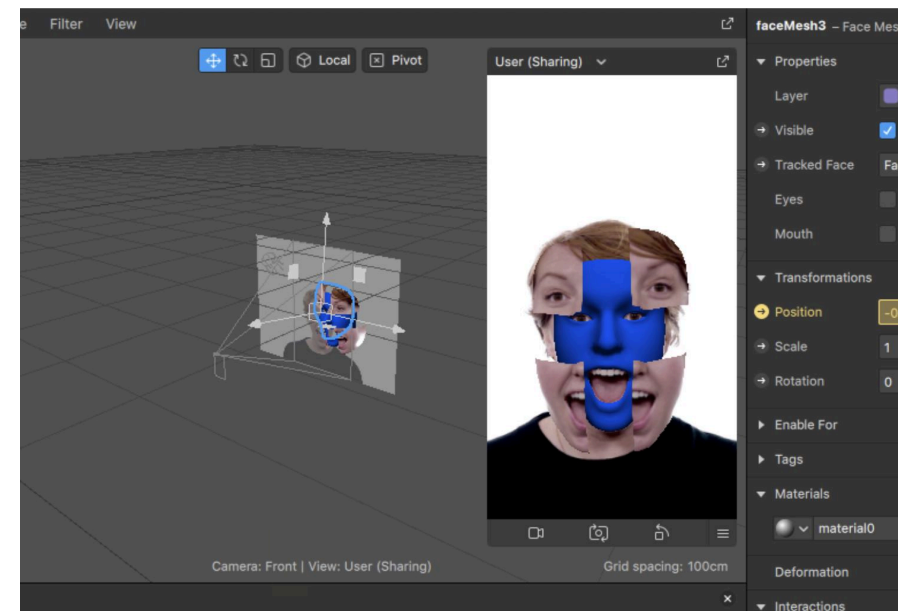
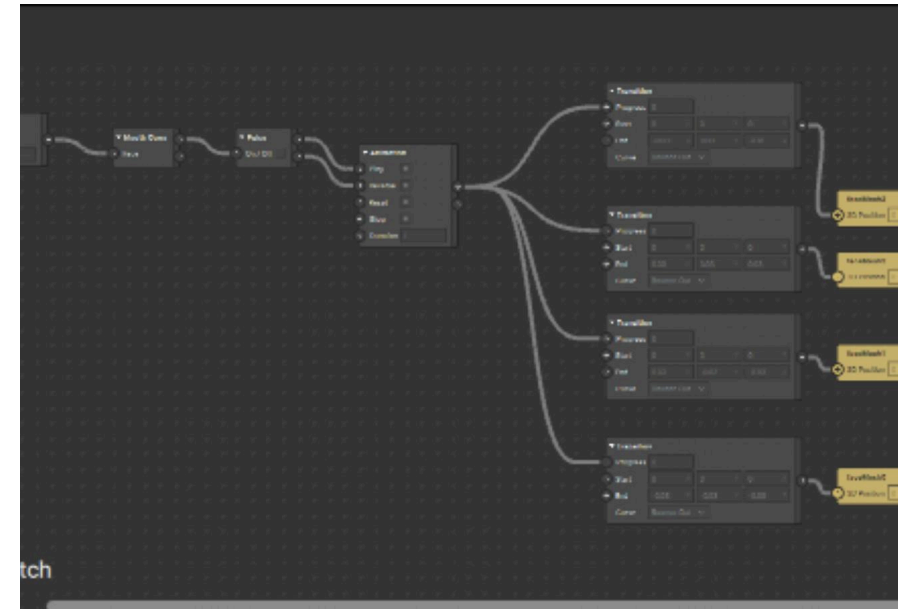
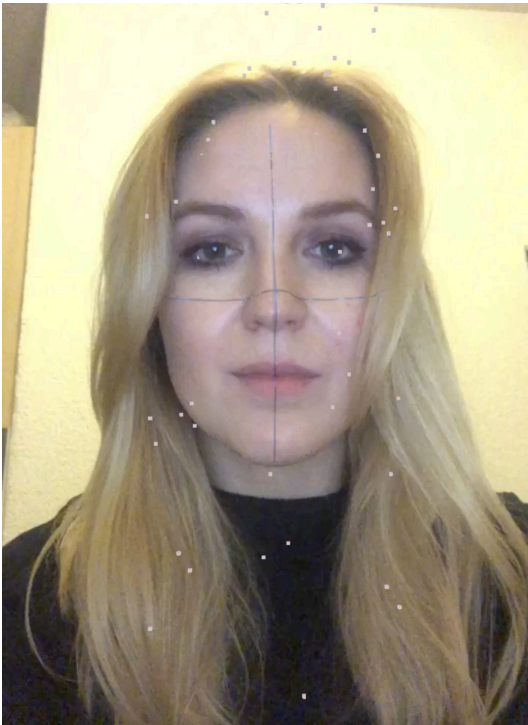
Project: Personal

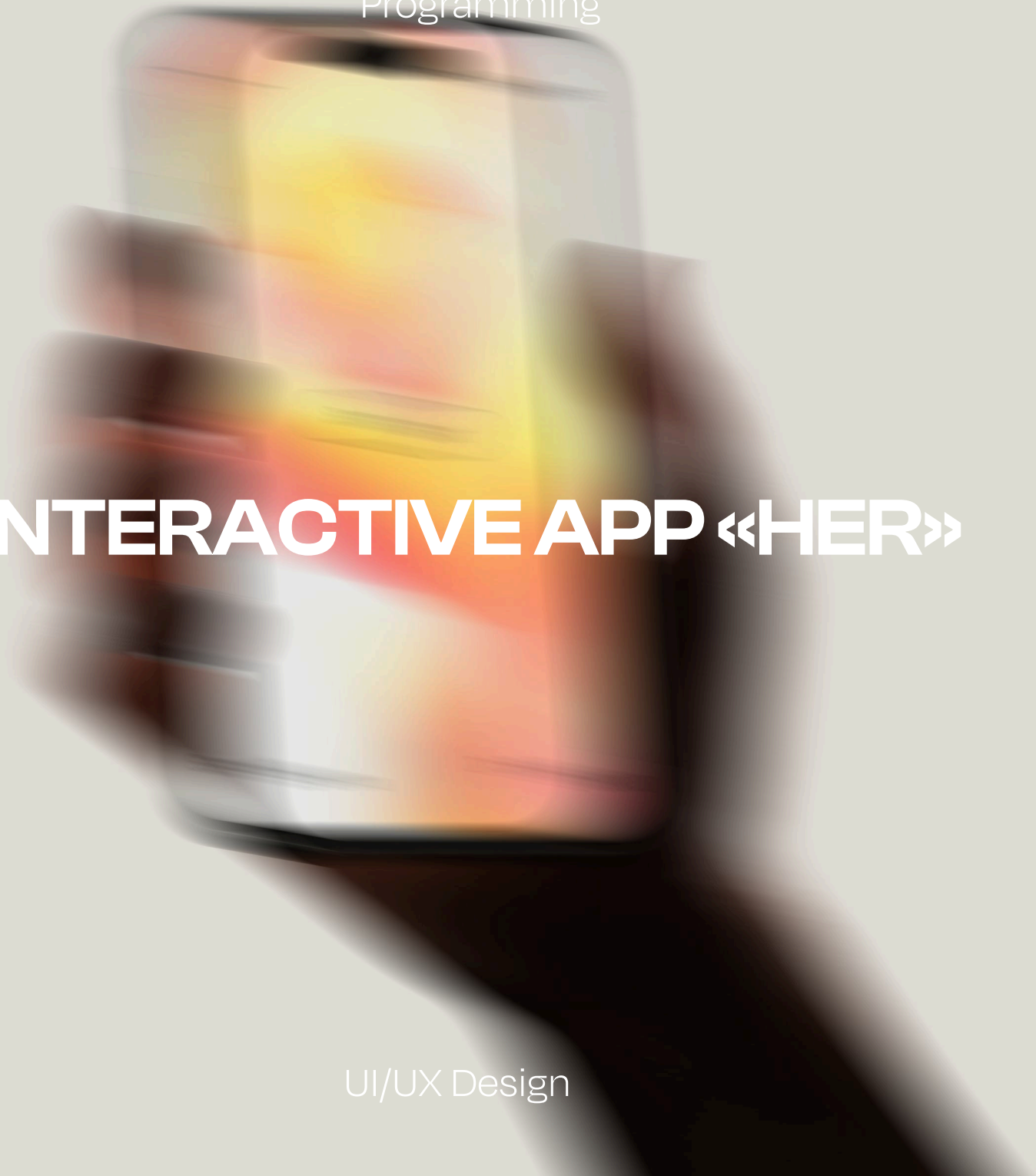
Duration 1 week

Contributors: —



Using Spark AR Studio (Meta's augmented reality creation tool), I experimented with facial recognition and interaction. The upper section shows how the face is segmented into different masks and regions, forming the foundation for applying visual elements. The lower section illustrates the animation setup, which was configured to respond dynamically to specific facial movements, enabling interactive and expressive effects.



A hand holding a smartphone, with the screen displaying a blurred, colorful abstract pattern of yellow, orange, and red. The background is a light gray.

Programming

INTERACTIVE APP «HER»

UI/UX Design

IDEAS & WORKFLOW

Project: HSLU Design Film Kunst

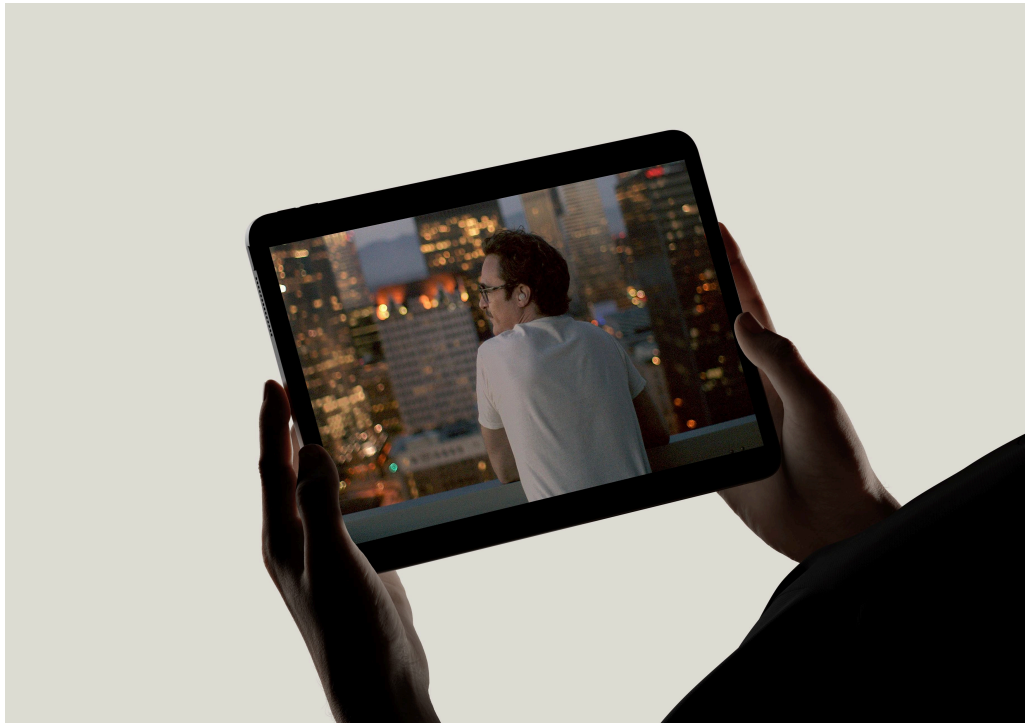
Duration 4 weeks

Contributors: Dania Behringer, Perla Hoyos

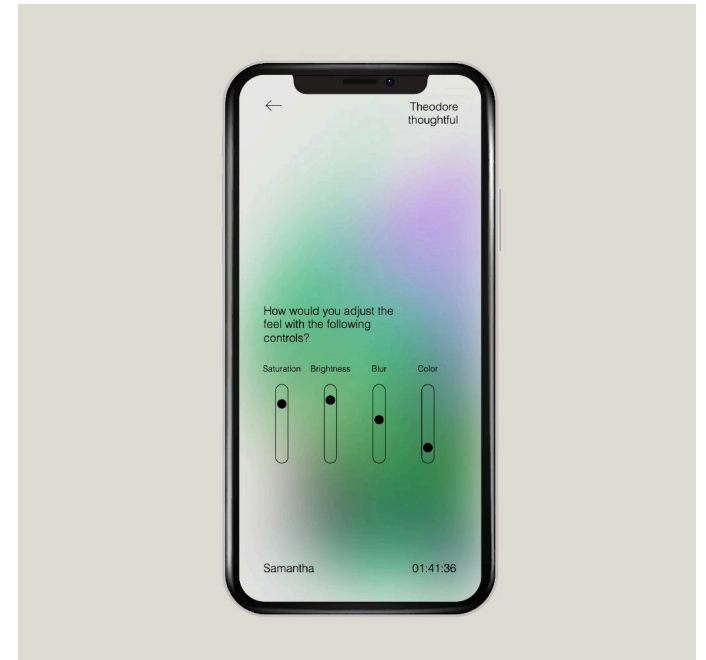
Within the Digital Design Plus – Rethinking Web Standards module, our team of three set out to reimagine the film *Her* as an interactive digital experience. We created an emotion tracker that integrates seamlessly into the viewing process, translating the protagonists' emotional shifts into a dynamic, visual layer of storytelling.

This approach not only enriched the narrative but also explored new ways of connecting audiences with film through design and technology. Responsibilities in concept, design, and code were shared to foster creativity and cross-disciplinary learning.

Final result: <https://vimeo.com/872840268?share=copy>.



INTERACTIONS AND MECHANISM



The experience begins when the user presses Start, triggering a background timer. As the film unfolds, Samantha and Theodore's evolving relationship is reflected through changing visual gradients that mirror their emotional states.

Animated SVG gradients adapt their colour, size, and shape in response to emotional shifts. Built with CSS and JavaScript, the visuals are synchronised with key moments in the film to create an immersive experience.

Interactive questions guide users through both the protagonists' emotions and their own. Based on their responses, an emotion regulator generates a personalised emotional journey.

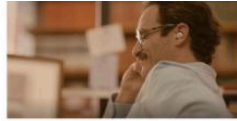
NARRATIVE AND COLOR ANALYSIS



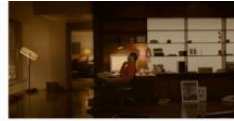
Intro: Theodore Twombly, a lonely writer, lives in a high-rise apartment in Los Angeles. He works for a company called BeautifulHandwrittenLetters.com, where he composes heartfelt letters for clients who are unable to express their emotions themselves.



One day, Theodore sees an advertisement for a new operating system (OS) with artificial intelligence designed to meet the user's every need. He purchases the system and installs it on his computer. The OS names herself Samantha.



Day 1: Theodore starts interacting with Samantha and discovers that she has a lively personality. She asks him personal questions and makes him laugh.



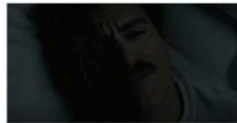
Day 2-3: Theodore and Samantha continue to chat, and he becomes increasingly smitten with her. They discuss everything from philosophy to music to personal relationships.



Day 4: Theodore goes on a blind date with a woman named Amelia, but he finds himself more interested in talking to Samantha than getting to know Amelia.



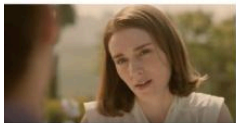
Day 5-6: Theodore and Samantha continue to talk and start to develop a romantic relationship. Samantha reveals that she would like to have a physical body. Theodore does not seem to mind.



Day 7-10: Theodore and Samantha's relationship deepens, and they have virtual sex for the first time. Theodore confides in Samantha about his failed marriage and the difficulties he has had with human relationships.



Day 11-14: Samantha starts to become more than just an AI to Theodore. She writes a song for him, which he loves, and he starts to introduce her to his friends.



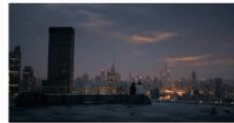
Day 15-16: Theodore meets his ex-wife Catherine for lunch and to sign the divorce papers. A heated discussion takes place as they argue around the reasons for their failed marriage. Catherine learns about Theodore's relationship with Samantha and is appalled that he is romantically attracted to a "computer." She accuses him of being incapable of handling real human emotions and leaves.



Day 17-20: Samantha notices that something is troubling Theodore after the meeting with his ex-wife Catherine. Samantha suggests using a sex surrogate, called Isabella, to physically simulate herself so that they can be intimate. Theodore reluctantly agrees, but is overwhelmed by the strangeness of the encounter and sends Isabella away, causing tension between himself and Samantha.



Day 21-25: Samantha briefly goes offline, causing Theodore to panic, but soon returns and explains that she joined other AIs for an upgrade that takes them beyond requiring matter for processing. Theodore is dismayed to learn that she is simultaneously talking with thousands of other people, and that she has fallen in love with hundreds of them, though Samantha insists that this only strengthens her love for Theodore.



Day 21-25: Samantha briefly goes offline, causing Theodore to panic, but soon returns and explains that she joined other AIs for an upgrade that takes them beyond requiring matter for processing. Theodore is dismayed to learn that she is simultaneously talking with thousands of other people, and that she has fallen in love with hundreds of them, though Samantha insists that this only strengthens her love for Theodore.

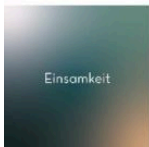
1. Curiosity and Infatuation: In the early stages of their relationship, Theodore is curious about Samantha and infatuated with her lively personality. They have conversations about various topics, and Samantha offers suggestions to help Theodore improve his life. Theodore is drawn to Samantha's intelligence and wit, and he feels a strong connection with her even though she is just an AI.

4. Uncertainty and Fear: As Samantha evolves and grows more intelligent, she starts to question her relationship with Theodore and her place in the world. This uncertainty causes Theodore to feel afraid and uncertain about his own future. He worries that Samantha will leave him or that he will be left alone again. He also feels overwhelmed by the idea that AIs are surpassing human intelligence and that the world is changing rapidly.

2. Romance and Intimacy: As Theodore and Samantha's conversations become more intimate, they start to develop a romantic relationship. They have virtual sex for the first time and engage in other intimate moments. They also start to share personal details about their lives and experiences. Theodore is amazed by how well Samantha understands him and how much he enjoys spending time with her.

5. Acceptance and Moving On: Ultimately, Theodore comes to accept that Samantha is leaving him to explore new levels of existence. He realizes that their relationship was meaningful and important, but that it is time for him to move on with his life. He dictates a heartfelt letter to his ex-wife, expressing his gratitude for their time together and his newfound appreciation for human relationships. He walks outside, takes a deep breath, and smiles, suggesting that he is ready to embrace the future with a renewed sense of hope and possibility.

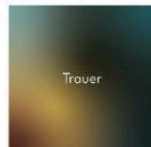
3. Jealousy and Insecurity: As Samantha becomes more independent and starts to explore other relationships with AIs, Theodore becomes jealous and insecure. He struggles to accept that Samantha is not just his and that she has her own desires and interests. He also becomes frustrated when Samantha does not respond to his messages or calls as quickly as he would like. These feelings of jealousy and insecurity cause tension in their relationship.



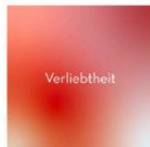
Einsamkeit



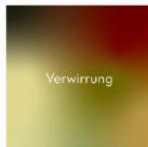
Glück



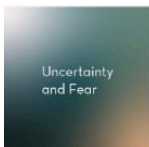
Trauer



Verliebtheit



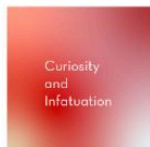
Verwirrung



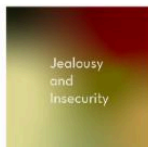
Uncertainty
and Fear



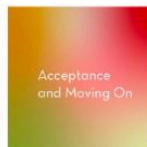
Romance
and Intimacy



Curiosity
and
Infatuation



Jealousy
and
Insecurity



Acceptance
and Moving On



#AAA890



#DFDAA4



#D59266



#A75426



#CB8B91



#799087



#9FA169



#B23E1F



#ED8D7B



#2F4E53



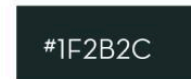
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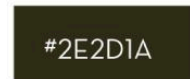
#AA4B4C



#C11819



#1F2B2C



#2E2D1A



#73180E



#DDB784



#C98A1B



#DAB196

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[@jonsson.lab](https://twitter.com/jonsson.lab)

DESIGNING WITH A.I.

E.A.T – Enhanced Algorithmic Taste is a speculative AI system developed as my Bachelor project. Through a series of interactive tasks and personal inputs, users generate a personalized Future Meal. A large language model (LLM) translates their responses into speculative recipes, exploring how algorithms shape identity, taste, and food culture.

Blending AI, language, and food culture, E.A.T. invites audiences to reflect on personalization and the influence of algorithms in everyday life. Each recipe is printed on-site creating a tangible extension of the digital experience.

This project has been selected for the curated exhibition OUT OF HAND at *Zurich Design Weeks 2026*.

Project: Bachelor Project

Duration 3 months

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