Ida Lund.

Brand & product designer · Copenhagen / remote

hello@idalund.studio
idalund.studio
IL-00 · CV 2026

PROFILE

I design identities and interfaces for brands people keep coming back to. Eleven years independent, 64 brands, from coffee to banking. One problem, one strong idea, carried all the way to the shelf.

EXPERIENCE

2015 – NOW

Independent designer

Identity, packaging, product and editorial work for founders and in-house teams. Recent clients: Norrland Coffee Co., Halo Bank, Vela Transit, Kiln & Co Ceramics, Fieldnotes Quarterly and Pulse Health.

2012 – 2015

Senior designer, Studio Nord

Led brand systems for retail and transport clients and ran a packaging team of four.

2009 – 2012

Designer, Fold & Co

Editorial design and art direction for magazines, book covers and exhibition graphics.

EDUCATION

2007 – 2009

MA Visual Communication

Royal Danish Academy, Copenhagen.

RECOGNITION

ADC Europe, Silver	2026
Type Directors Club	2025
Red Dot	2025
European Design Awards	2024
Awwwards SOTD	2024
D&AD Shortlist	2023

SERVICES

Brand identity · Packaging · Design systems · Product design · Editorial · Art direction

TOOLS

Figma, Illustrator, InDesign, Glyphs, Framer

LANGUAGES

Danish (native), English (fluent), Swedish (good)

Booking Q1 2027 · 2 project slots open