

CARL RAPP

Creative Director | Brand Strategy, Design & Digital Experiences
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Portfolio: carlrapp.com

Creative Director with 15+ years shaping brands, campaigns and digital experiences. I define positioning and creative direction, then lead teams and work hands-on to bring the ideas to life. My experience spans winning Absolut campaign briefs, building a 12-person creative studio and creating a new electricity brand's identity, website and app interface. Native in English and Swedish.

EXPERIENCE

Lovel Energy

Co-founder & Creative and Brand Advisor
2025–present

Sole designer for a new electricity company launched nationwide in Sweden. Helped take the business from an initial idea to a complete brand and digital presence.

- Defined positioning, product naming and the customer journey. Created the visual identity and tone of voice, wrote copy and reviewed team-written content.
- Designed, built and launched the Framer website, with on-page SEO, structured data and keyword-informed glossary and FAQ content.
- Designed the full app interface for iOS and Android, covering home energy use, car charging, notifications and profiles, in collaboration with an external app consultancy.
- Current development: rebuilding the website and component system in React, Next.js and Tailwind CSS with Claude Code, to enable agent-driven deployment, A/B testing and acquisition funnels.
- Established a shared brand knowledge base and directed AI-assisted design and implementation workflows.
- Developed the marketing plan, campaign assets and published organic social content, with paid activity planned for a later phase.

Nibiru Software

Creative Director
Jun 2021–Nov 2025

Progressed from Art Director to Creative Director within months, taking ownership of creative work across the company and its science-fiction strategy game.

- Built and led a studio of up to 12 creatives across design, motion, UI/UX, 3D, copy and lore. Recruited, hired and mentored the team, set creative standards and allocated work.
- Created Nibiru's identity, established the game's tone and visual direction, and redesigned the platform, including an extensive marketplace.
- Directed hundreds of distinct 3D assets and collectibles with looping animation and sound, collaborating closely with the artists.
- Led nine major launch campaigns and a 60-second launch film, owning concepts, scripts, storyboards, art direction and production direction.
- Directed more than eight fictional corporate brands, each with a distinct identity, voice and in-game product offering.

EXPERIENCE CONTINUED

The Absolut Company

Creative Lead, Neon in-house agency
Dec 2017–Feb 2021

Joined as Art Director on a full-time consulting basis and progressed to creative leadership, partnering with a project manager and helping manage six creatives.

- Won the Absolut Grapefruit US-market brief against global agencies, developing the concept and pitch and presenting to the client. Helped expand Neon's remit from smaller social work to major launch campaigns.
- Led launch creative for Absolut Extrakt, Unity, Comeback, Passionfruit, Watermelon, RTD and Juice, often originating campaigns for Pernod Ricard USA before international adaptation.
- Developed campaign concepts, key visuals and art direction; sourced directors and production partners; and led creative through shoots, post-production and delivery.
- Guided work through a change in brand direction, aligning stakeholders and production partners with brand and alcohol-marketing requirements.
- Conceived Absolut Cubed: 45 artist-created cubes, each paired with a cocktail and music, produced as a series across social formats.
- Conceived Absolut Moments, a published series of rendered scenes for cultural calendar occasions. Also created social work for Malibu and Kahlúa.

M&C Saatchi Stockholm

Art Director / Creative
Oct 2015–Oct 2017

Developed campaigns across TV, digital, outdoor and print for clients including Norwegian, Carlsberg, E.ON, Com Hem, Saltå Kvarn and Ramlösa.

- Norwegian's "Next Stop New York": developed the concept, design, art direction and follow-up assets for a station takeover promoting the direct Oslo–New York route. The installation used 600 m² of graphics and live performers; over 40,000 passengers passed through the station that day.
- Contributed to campaigns recognised with three Guldägget Silver awards.

McCann London

Art Director / Creative
Sep 2012–Jul 2015

- Co-developed the concept for Sony BRAVIA's "Petals" within a wider creative team, art-directed print assets and supervised music for the TV commercial.
- Led creative development and art direction from idea through execution for two Subway TV commercials and a Loyd Grossman pasta-sauce TV commercial.
- Contributed to pitches and branding projects across the agency's client portfolio. Additional client work included Sony Xperia, Nestlé Cereals, London Live, Sported and Cannes Lions.

EARLY CAREER

Creative internships during design studies: Syrup, New York (three months), with work for Marc Jacobs, Puma and Speedo; and 18 Feet & Rising, London (two months), with work for Selfridges and CNBC.

Dolhem Design | Junior Designer | 2007–2009. Design support at a Stockholm agency with clients including Mannheimer Swartling, Åmells, Intrum Justitia and Nordaq Fresh.

INDEPENDENT WORK

Art Direction, Brand Identity & Digital Design | 2009–present

Selected freelance projects alongside agency and in-house roles. Additional clients include H&M, Nordic Museum, Supernova Records, Father Music, Van Drumpt and Maveria.

- Johannes Adele: Created an identity built from the Morse code for J and A. The logo became a print pattern across multiple fashion collections. Original identity in 2015, with occasional subsequent projects.
- Delling Energy: Developed the logo, visual identity and brand guidelines for a solar-power initiative, with marketing and presentation templates (2016).
- UNX: Created the identity, marketing materials and interface designs for a launched exchange dashboard and app. Developed UX with the team using a white-label platform and shadcn components; built the Framer landing pages.
- Dibs: Created the visual identity and full UI for a launched hotel auction app, working from supplied user flows.
- Yugobit: Designed and built Framer landing pages for a cryptocurrency exchange ahead of its planned launch.

EDUCATION

Beckmans College of Design 2009–2012
BFA, Advertising and Graphic Design

Beckmans Foundation Course | Advertising and Graphic Design | 2008–2009

Basis Art School | Foundation Course | 2006–2007

SELECTED AWARDS

- Three Silver awards, Guldägget
- Silver, One Show – Nooka Corporate Identity Campaign
- Merit, One Show – Million Trees NYC Logo
- Gold, Bonniers Future Spreads
- First place, Public Opinion, 48 Hours – Reporters Without Borders

SKILLS AND TOOLS

Brand and creative: Brand positioning, visual identity, tone of voice, concept and copy development, art direction, integrated campaigns, TV commercials, print, OOH, DOOH and experiential / PR activations.

Leadership: Creative strategy, recruitment, mentoring, multidisciplinary studio management, work allocation, pitching and production direction.

Digital: UI design, collaborative UX development, design systems, Framer website development, AI-assisted development, on-page SEO and marketing planning.

Tools: Figma, Framer, Adobe Creative Suite, Keynote, Claude Code and Codex. Current development work uses React, Next.js and Tailwind CSS.

Languages: English (native) and Swedish (native).