

Jakob Dahlin

Education

Swedish Armed Forces

Major

Military Service
Field Operations & Culinary Training

Degree

Diploma & Service Medal

Location

Skövde, Sweden
Karlskrona, Sweden

Description

Completed 11 months of military service at P4 Skaraborgs Regiment, including general basic training, national field exercises, and a one-month culinary training program at a naval base in southern Sweden.

Period

2009 - 2010

Virginska School

Major

Media Communication

Degree

Upper Secondary Diploma

Location

Örebro, Sweden

Description

Studied Media Communication with a focus on Photography, Graphic Design, and Video Production. Over three years, gradually specialized in Graphic Design and Video Production.

Period

2006 - 2009

Languages

English

Fluent

Swedish

Native

Experience

Architectural Photographer

Self-Employed

2016 - Present New York, NY (Hybrid)

Clients include major real estate firms, global brands, and landmarks like the Empire State Building and Four Seasons Private Residences. The work spans architectural, residential, commercial, retail, and event photography in both New York and Sweden. Highlights include a photo sold at IKEA, a feature on Million Dollar Listing: New York, and ongoing projects in online art sales and social media campaigns.

Web Developer

Self-Employed

2012 - Present New York, NY (Remote)

I am expanding my knowledge in web design and UI/UX design, while integrating these skills into my creative work as an architectural photographer. This expansion allows me to create responsive, user-friendly websites that reflect both functionality and aesthetics.

Web Development

I build responsive, mobile-first websites using HTML5, CSS, Tailwind CSS, and React. My work is component-based and structured for scalability using Next.js. I focus on creating clean, fast user interfaces with accessible design practices.

UI/UX Design

I apply user-centered design principles to create seamless and engaging digital experiences. I stay current with the latest UI and UX trends and apply that knowledge through wireframing, prototyping, usability testing, responsive design, and design systems. My projects also include work with color theory, typography, accessibility, microinteractions, layout, and visual hierarchy.

SEO

I work on improving website visibility using content creation, blogging, and keyword research. I set up and optimize e-commerce tracking, affiliate integration, and analytics tools for performance insights. My focus is on long-term organic growth through clean SEO structure, smart content, and strategic on-page updates.

Graphic Design

I work with Photoshop daily and have over 15 years of experience creating digital and print-ready designs. My work includes branding, logos, custom icons, infographics, motion graphics, posters, and social media content. I also handle developer handoff, file organization, design annotations, brand kits, and asset exports for both web and print.

Childcare Worker

Örebro Municipality

2014 - 2016 Örebro Sweden (On-Site)

Responsible for children aged 2 to 12, including planning activities suited to each age group. Also managed digital tasks such as organizing lists, handling documentation, and creating marketing materials.

System Administrator

Örebro Municipality

2013 - 2014 Örebro Sweden (On-Site)

Helped launch a project to connect job-seeking individuals with companies through a custom-built system. Managed website, social media, and marketing material for various events.

Skills

Web Development

Core Technologies

HTML
CSS
JavaScript
TypeScript
React
Next.js

Styling & Animation

Tailwind CSS
CSS Modules
Framer Motion

Version Control & Deployment

Github
Vercel

IDE & Development Tools

Visual Studio Code
Adobe Dreamweaver
Rapidweaver
CodePen
Wordpress

Search Engine Optimization

Content Creation

SEO Writing
Wordpress
Product Reviews
Buying Guides
Affiliate Linking
Content Structure
Article Updates
Headline Writing

Keyword Strategy

Keyword Research
Site Speed
Search Console
Content Strategy
SEO Tools
Competitor Analysis

Affiliate Integration & Tracking

Link Management
Affiliate Platforms
CTA Design
Tracking Codes
Link Cloaking
A/B Testing
FTC Compliance

E-Commerce & Site Building

Shopify
WooCommerce
Landing Pages
Mobile Design
Product Pages
Wordpress Elementor
Niche Research
Payment Setup

Analytics & Optimization

Google Analytics
CTR Boosting

Link Clicks
Heatmaps

Conversion Rates
Session Tracking

Traffic Sources
Keyword Tracking

Design

UI / UX

Wireframing
Prototyping
Color Theory
Accessibility
Interaction
Microinteractions
Iconography
Visual Hierarchy
Typography
Layout Principles
Mobile-First Design
User Research
Design Systems
Component Libraries

Visual & Graphic Design

Infograpgics
Data Visualization
Motion Graphics
Animations
Socal Media Design
Image Editing
Retouching
Custom Icons
Branding
Logotypes
Print
Digital Media
Posters / Flyers
Ad Design

Collaboration & Design Handoff

Developer Handoff
Annotating Designs
Team Collaboration
Client Communication
Style Guides
Brand Kits
Exporting Assets for Web & Print
Version Control
File Management

Digital & Print

Microsoft Office Suite
Adobe Photoshop
Adobe Illustrator
Numbers
Keynote
InVision
Figma
Canva
Pages

Web Projects

Jakob Dahlin Resume

<https://jdresume.vercel.app>

Glöd Scandinavian Restaurant

<https://glod-liard.vercel.app>

Örebrohus 44 (Residential Community)

<https://orebrohus44.se>

Designs

