

## EXPERIENCE

# Jakob Dahlin

### Architectural Photographer

Self-employed

📅 2016 – Present      📍 Örebro, Sweden & New York, NY (Hybrid)

Work includes collaborations with some of the most well-known real estate brokerages, marketing agencies, and property owners in the industry. Projects cover both residential and commercial real estate, as well as retail spaces and event venues. Features include appearances by IKEA and Million Dollar Listing: New York, along with ongoing work in online art sales and social media campaigns.

### Web Designer & Graphic Designer

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 (Onsite)

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 (Onsite)

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.

EDUCATION

Swedish Armed Forces

Major:  
Military Service – Field Operations & Culinary Training

Degree:  
Diploma & Service Medal

Location:  
Skaraborg Regiment P4

Description:  
Completed 11 months of military service at P4 Skaraborgs Regiment, including general basic trainingnational field exercises, and a one-month culinary trainingprogram at a naval base southern Sweden.

Period:  
2009 – 2010

Virginska Skolan

Major:  
Media Communication

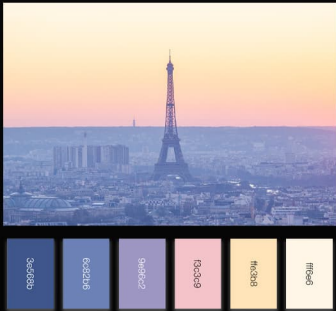
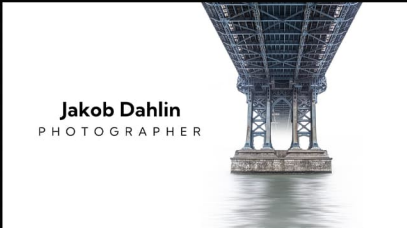
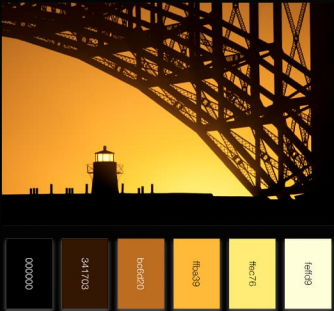
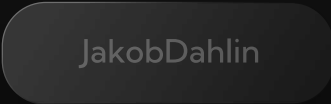
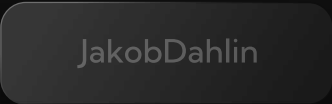
Degree:  
Upper Secondary Diploma

Location:  
Örebro, Sweden

Description:  
Studied Media Communication with a focus on Photography, Graphic Design, and Video Production.  
  
Over three years, graduallyspecialized in Graphic Design and Video Production.

Period:  
2006 – 2009

DESIGNS



# SKILLS

## Web Development

### Core Technologies

HTML  
CSS  
JavaScript  
TypeScript  
Next.js  
React

### Styling & Animation

Tailwind CSS  
CSS Modules  
Framer Motion

### Version Control & Deployment

Git  
GitHub  
Vercel

### IDE & Tools

Visual Studio Code  
Adobe Dreamweaver  
Rapidweaver  
CodePen  
Wordpress

## Design

### UI / UX

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

### Visual & Graphic Design

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

### Collaboration & Design Handoff

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

### Digital & Print

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

## SEO

### Content Creation & Blogging

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

### SEO & Keyword Strategy

Keyword Research  
On-Page SEO, Off-Page SEO  
Site Speed  
Google 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  
UTM Tags

### E-Commerce & Web Building

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

### Analytics & Optimization

Google Analytics  
Link Clicks  
Conversion Rates  
Traffic Sources  
CTR Boosting  
Heatmaps  
Session Tracking  
Keyword Tracking