# 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 matterials.

### 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.is

**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** 

**Keyword Strategy** Keyword Research SEO Writing Wordpress Site Speed Search Console **Product Reviews Buying Guides Content Strategy** Affiliate Linking **SEO Tools** Content Structure Competitor Analysis

Article Updates Headline Writing 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 Accessability 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

Örebrohus 44 (Residential Community)

https://orebrohus44.se

Glöd Scandinavian Restaurant

https://glod-liard.vercel.app

# Designs







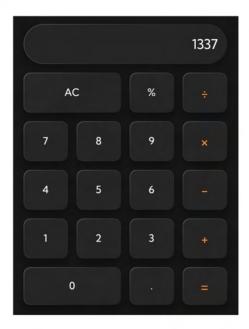






















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