

Joel Holm

Motion & Digital Designer – CV

Digital designer creating motion, graphic and social content from idea to delivery, with AI as part of production. Going forward, I want to focus on motion, design and AI, ideally at an agency.

Experience

Project Developer

Generationers Styrka | 2026–present

Responsible for communications and content in Tullinge Assist's project bringing together young people and seniors. I produce content for social media and the web, from idea and script to photo, video and AI-generated material, and manage communication with partners. I am also responsible for the upcoming documentary film about the project.

Motion & Graphic Designer

Freelance | 2025–present

After interning at Ingager, a social media agency, I freelance on their campaigns for Espresso House, American Express, Sigdal and CycleEurope, covering motion and editing. I also make theatre posters for Dotterbolaget and content for Tullinge Fotboll.

Communications Lead

Södertälje Libraries | 2022–2026

Responsible for the libraries' communications in print and digital, including web, social media, advertising and follow-up. I designed the programme brochures from gathering material

Education

Digital Content Designer

Medieinstitutet | August 2023–April 2025

A broad two-year higher vocational programme covering everything from graphic design to motion design.

The programme took me from research and insights to visual execution in Photoshop, Premiere Pro, After Effects and Figma. There was a strong focus on presenting, communicating and justifying ideas. Courses combined individual and group work, and assignments often involved creating material that worked across multiple formats and channels.

Full-time studies including work placement (LIA, approx. 25%), working from brief to final delivery.

and selecting images to typography, layout and print-ready files. With covers built around AI imagery, we had to reprint for the first time. I also trained colleagues in Arena CMS and Canva.

Contact

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References

References available at interview or upon request.

