



Jakob Dahlin

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# Experience

## Founder, Photographer, Product Designer

I run a multidisciplinary business under my own name where I work end-to-end across every branch of both digital product development and photography. That includes everything from finance, marketing, and client management to UX, engineering, branding, and content. Whether I'm building software or photographing buildings, I handle every part of the process myself—from concept to execution.

**Product Designer & UX Engineer**  
2012 – Present      New York, NY (Remote)

- Design web and mobile products end-to-end, from wireframe to ship
- Build responsive, mobile-first websites and apps with React, Next.js, and Tailwind CSS
- Design and build reusable UI components directly in React and Tailwind CSS
- Focus on accessibility, layout, typography, and visual hierarchy
- Develop interactive tools and websites with clean, scalable code
- Design directly in code, iterating live and refining with feedback
- Optimize websites for SEO with clean structure and performance
- Manage e-commerce tracking, affiliate tools, and analytics
- Create logos, branding, icons, motion graphics, and print assets

**Principal Photographer**  
2016 – Present      New York, NY (Hybrid)

- Document major architectural projects for real estate, design, and global brands
- Photographed landmarks like Empire State Building, The Woolworth Building, and more
- Work featured on Bravo's Million Dollar Listing: New York and published via IKEA
- Cover design and culture events across New York City
- Built an archive of 200,000+ images from U.S. cities and abroad
- Specialize in clean, editorial-style photography for architecture and interiors

## Örebro Municipality

**Childcare Worker**  
2014 – 2016      Örebro, Sweden (On-Site)

Planned activities, managed documentation, communicated with parents, and handled digital tasks such as organizing lists and creating marketing and social media materials.

**System Administrator**  
2013 – 2014      Örebro, Sweden (On-Site)  
Managed the website, social media, and marketing materials for a project that connected job seekers with companies through a custom-built platform. Interviewed candidates and supported recruitment to help match companies with the best possible applicants.

# Education

## Swedish Armed Forces

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.

Major	Degree	Location	Period
Military Service	Diploma & Service Medal	Skövde, Sweden & Karlskrona, Sweden	2009 – 2010
Field Operations & Culinary Training			

## Virginska School

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

Major	Degree	Location	Period
Media Communication	Upper Secondary Diploma	Örebro, Sweden	2006 – 2009

# Design

## Product Design & UX Engineering

Wireframing  
Prototyping  
Color Theory  
Accessability  
Interaction Design  
Microinteractions  
Iconography  
Visual Hierarchy  
Typography  
Layout Principles  
Responsive 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

# SEO

## Content Creation & Blogging

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

## SEO & Keyword Strategy

Keyword Research  
On-Page SEO  
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 & Website 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

# 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

# Languages

English  
Fluent

Swedish  
Native