Rasmus Rennerfelt

DIGITAL DESIGNER & COMMUNICATIONS STRATEGIST

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Profile

I'm a digital designer and communications strategist with extensive experience in branding, visual identity and digital communication. My core strength lies in the combination of strategic thinking and creative execution. Meaning I turn complex ideas into clear and engaging communication.

Throughout my career, I have worked with visual communication, covering everything from design and campaign assets to digital experiences and content. My education in strategic communication has strengthened my expertise in concept development, audience insight and creative strategy. I also organize events where I manage projects, handle stakeholders and solve problems in fast-paced environments. Together, these experiences allow me to combine strategic curiosity, design understanding and practical execution.

Experience

Digital Designer & Event Organizer
RARE.DSGN | Stockholm \ Jan 2024 - Present

Freelance across ongoing client projects in branding and digital design, alongside the production and coordination of events with responsibility for visual identity, communications and on-site delivery.

Strategy Intern
BBDO Nordics | Stockholm \ Apr 2026 - May 2026

Strategy internship with focus on insights, concept development and creative communication. Conducted research, analysis and developed strategic foundations to support ideas, campaigns and communication concepts.

Digital Designer
Zington | Stockholm \ Maj 2023 - Nov 2023

Consultant working across branding, UI and web design. Developed visual concepts, digital interfaces and design deliverables in close collaboration with project teams and stakeholders.

Digital Designer
Quickbit | Stockholm \ Mar 2022 - May 2023

Responsible for the company's visual communication and digital content. Established a cohesive visual brand language across web, social channels and video content, while leading all visual communication during a period of rapid product growth.

Digital Designer
Precisely | Stockholm \ Aug 2021 - Feb 2022

Responsible for visual communication across internal and external channels. Created design assets for marketing, communications and presentations, with a focus on clarity.

Art Director & Designer
Shiny Thing | Stockholm \ Mar 2020 - Jul 2021

Developed visual identities and creative directions for client projects, taking work from initial concept through to complete design systems and production-ready assets.

Brand Manager & Designer
Racefox | Stockholm \ Jul 2019 - Mar 2020

Being responsible for all design, I maintained a cohesive visual identity across product, app, marketing communications and print.

Graphic Designer & Digital Marketing Manager
DigitalRoute | Stockholm \ Sep 2015 - Jul, 2019

Produced communication assets for a global B2B brand over four years, including campaigns, video productions and ongoing content for international expos and sales presentations.

Motion Graphic & UI Designer
Mandoe Media Sydney | Sydney \ Jan 2014 - Dec 2014

Produced advertising animations, digital content and UI design solutions for existing and prospective clients. Collaborated closely with clients and internal teams to create clear, engaging and commercially effective communication.

Sessional Lecturer
Billy Blue College of Design | Sydney \ Oct 2012 - Jul 2013

Taught motion graphics and web design. Provided guidance and feedback with a focus on both technical execution and creative development.

Motion Graphics Designer & 3D Generalist
Frilans | Sydney \ 2011 - 2013

Delivered motion graphics and 3D productions for international brands including Samsung, Fox Sports, Pizza Hut and PwC, through collaborations with Sydney-based agencies.

Key Skills

Digital Design · Communications Strategy · Visual Identity · Concept Development · Branding · Audience Insight · GenAI · Motion Graphics · Positioning

Education

Berghs School of Communication
Strategic Communication
Stockholm \ 2025 - 2026

Billy Blue College of Design | Berghs School of Communication
Bachelor of Applied Design (Digital Media)
Sydney | Stockholm \ 2008 - 2011

Tools

Adobe Photoshop · After Effects · Figma
Illustrator · InDesign · Premiere Pro · Maya
HTML · CSS · WordPress

Awards

The Commodore Award
Billy Blue College of Design \ 2011

'For Excellence in Academic Performance, Attitude, Creativity and Professionalism'
— Awarded to the highest-performing student in Digital Media.



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