2025

RÉSUMÉ

ALEXANDER KÖNIG WINQVIST

Designer | Creative Strategist | Storyteller



PERSONAL

I am an AI powered multidisciplinary senior designer and brand strategist working at the convergence of design, communication, and holistic systems thinking. My creative practice is rooted in emotional intelligence and storytelling, with a strong capacity to distill complexity into clarity.

With over seven years of international experience and a deep understanding of how humans relate to ideas, I specialize in creating connection, narratives, and identities that align purpose and meaning with expression and functionality.

I bring a deep fluency in AI tools, using them as creative co-pilots for concept development, system thinking, and visual storytelling, carefully applying them to enhance and empower my creative process.

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CURRENT ROLE

YOUR DEVOCEAN
COMMUNICATIONS LEAD & CDO
2024 FEB – PRESENT

Leading brand creation, storytelling and visual communication in all channels for a global platform advancing regenerative ocean initiatives.

Co-created strategic materials for investment, partnerships, and awareness. Everything from pitch decks & sponsorship proposals to websites & video.

Integrated AI across creative processes: generating system models, testing messaging tones, mapping user journeys, and ideating scalable identities.

SELECTED WORK

BRAND & NARRATIVE DESIGN

HÄSTENS BEDS Mastery in craft and execution. Ran successful campaigns both print and digital selling the world's most expensive bed. (2022–2023)

MIROVIA AB (LYVIA) Full identity & scalable design system for 40+ companies. (2020–2021)

PRIME WEBER SHANDWICK Contributed to award winning campaigns in a world leading PR agency, for multiple major clients *(Ericsson, SATS, Arla, Stockholm City etc)*. (2019–2020)

NEW MOVEMENTS Creative Lead for sustainable Norwegian footwear brand. (2018–2019)

SAN FRANCISCO FIRE DEPARTMENT Successful city-wide visual campaign for 150th anniversary. Website, banners, brand guide, merch etc. (2015)

SYSTEM & STRATEGY DESIGN

YOUR DEVOCEAN Built internal and external frameworks for clarity and cohesion. Crafted scalable communication logic across stakeholders.

FREELANCE WORK Supported a plethora of organizations and companies in future-scaping and vision visualisation through design & language.

AI-ENHANCED WORKFLOWS

TEXT STRUCTURING & CONCEPT ITERATION

VISUAL CREATION & SYNTHESIS

CONTENT MAPPING & SYSTEM THINKING TOOLS

EDUCATION

Academy of Art University
BFA in Graphic Design
San Francisco, CA
JAN 2014 – DEC 2017

Berghs School of Communication
Berghs Bachelor
Stockholm, Sweden
SEPT 2013 – DEC 2013

LANGUAGES

- English
- Swedish
- Scandinavian

SKILLS

- Adobe Creative Suit
- Figma
- UX/UI Design
- AI Tools (ChatGPT, Midjourney, Sora, Gemini)
- Illustration
- Motion Graphics

Remote Collaboration

Conceptual/Systems Thinking