



# ROBIN KADFALK

- Lead Photographer
- Lead Designer
- Creative Leader
- Design Manager

## CONTACT



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rkadfalk@gmail.com

## LANGUAGES

- English (native)
- Swedish (native)
- German (intermediate)

## EDUCATION

International Economics (BA)  
San Diego State Univ.

Business (AA)  
Seminole State / UCF

Cultural Geography (AA)  
University of Stockholm

## WORK EXPERIENCE



### LAS FOTOS PROJECT | Mentor | Los Angeles 2024

• Las Fotos Project's mission is to elevate the voices of teenage girls and gender-expansive youth from communities of color through photography and mentoring, empowering them to channel their creativity for the benefit of themselves, their community, and future careers.



### LASC | Lead Phographer/Designer | Los Angeles 2022-2024

• Led the creative vision for LASC to elevate the club's visual identity and brand narrative by developing merchandize concepts, First Team photography and designs, as well as creative support for the Clubhouse.



### BLIZZARD | Lead Graphic Designer/Photographer | Los Angeles 2023

• Concepted, photographed, executed, and designed the entirety of their social assets and helped evolve their main social presence during Blizzcon 2023.  
• Brought in ahead of Blizzcon to build a strategic approach, post schedule, and design styleguide for the upcoming event.  
• Post Blizzcon we analyzed the design performance, and created additional designs to summarize the event.



### DOSIST | Lead Phographer/Creative Director | Los Angeles 2021

• Provided concepts for Dosist as they had set their sights on connecting with the dynamic Gen-Z focused in the expressive realms of music, art, and influencers.



### MORAKNIV | Lead Phographer/Creative Director | Sweden 2017 - 2019

• Photographer and Creative Director to create marketing collateral for catalogs, social channels, and all materials in general.



### FJÄLLRÄVEN | Lead Phographer/Creative Director | USA/Sweden 2017 - 2018

• Having seen my work from Morakniv I was invited as a Photographer and Creative Director to create marketing collateral for catalogs, social channels, and all materials in general.



### KINGS COUNTY | Lead Phographer/Creative Director | New York 2016

• Having seen my work from Morakniv I was invited as a Photographer and Creative Director to create marketing collateral for catalogs, social channels, and all materials in general.



### WPP | Photographer/Designer | SD/LA/NYC 2010-2015

• Photography, design, creative strategy, brand Identity, logo redesign, art direction, for clients including:  
• Subway & Blake Griffin  
• Islands Restaurants  
• Drupal  
• Kelloggs Foundation  
• Herb Alpert Foundation  
• ECPAT - Meet Emma  
• Natures Recipe  
• Mattel.



### CREATIVE LEADERSHIP

WPP | San Diego 2010-2014

Saatchi & Saatchi | Los Angeles 2014-2019

Opus United | Los Angeles 2020-2021

Rosewood Creative | Los Angeles 2021-2022

Los Angeles Soccer Club | Los Angeles 2022-2024

Las Fotos Project | Mentor | Los Angeles 2024.

• Led dynamic teams of creatives, overseeing Platform (UX/UI & Digital Design), Traditional, Design Studio, Data-Driven, Print Creative, and Creative Strategy Teams.

• Drove innovation by pushing creative and technological boundaries, placing creative work at the forefront. Established streamlined processes to guide the narrative from project intake to award recognition, resulting in multiple awards for the team's exceptional work.

• Managed all facets of team leadership, including mentorship, growth, process optimization, creative strategy development, casting, budgets, scoping, profitability, and attrition reduction.

• Provided oversight, casting, and strategy for projects like Toyota Visual Guidelines, Los Angeles Chargers Logo Rebrand etc.



## AWARDS & RECOGNITION

- Swedish Radio (SR)
- VoyageLA (Magazine Interview)
- American Advertisement Awards | National Gold's & Silver's (Alpert Awards, Blake Griffin/Subway etc).
- The One Club (ECPAT -Emma).
- W3 Gold Best in Show (ECPAT -Emma).
- COMMARTS (Taylor Guitars / Qualcomm / Discover LA / Alpert Awards / Invincible Children).
- Digiday.
- OMMA (agency of the year).
- More Awwwards than I can count.

## SKILLS

### Lifestyle & Branding Photography:

- Concept development
- Photography execution
- Photo editing and retouching

### Design:

- Adobe Creative Suite
- Typography and layout design
- Print and digital media design

### Creative Leadership:

- Team management and collaboration
- Project planning and execution
- Art direction and creative strategy