



JOHANNA W. JENSEN // PORTFOLIO

🔥 Graphic Lead / Design Specialist

🔗 Portfolio: pixelguiden.dk · 📧 Mail: johannaewurm@gmail.com · 📞 +45 20 41 45 24 · 📍 Vejle, Denmark

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PROFILE:

Graphic Lead at the LEGO Group with over a decade in graphic design and 3 years leading design work across in-house and licensed franchises spread through out my career. I build visual systems, design guidelines and ways of working that hold up across multiple teams and external partners, from DUPLO through Disney to Dungeons & Dragons. Alongside that, a background in print production, publishing, packaging and advertising work, and three award-recognised products.



Disney
Kakamora-barge (43258)
- Textile and character design



LATEST HIGHLIGHTS IN GRAPHIC DESIGN



2024 Best Toy Award Winner DUPLO Buildable People with Big Emotions (10423). Issued by Good Housekeeping Institute



Barnes & Noble Sherlock
Holmes Book Nook (10351)
- Easter eggs and minifigures



LEGO Ideas Viking Village
(21343) Decoration on bricks
and minifigures

"It's easy to notice that Johanna is structured, talented and well-considered in everything she does.

I feel that she is very professional and competent in her new part as my graphic lead. She has a real can-do attitude!"

– Desirée J. Knudsen
Graphic Designer



2023 Infant/Toddler Toy
of the Year DUPLO 3in1 Tree
House (10993). Issued by
The Toy Foundation



2025 Toy of the Year Award, Finalist Dungeons & Dragons:
Red Dragon's Tale (21348). Issued by The Toy Foundation

FUN FACTS

- Free time illustrator
- Book club organiser
- Fav. animal: Not a cat 🐰



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EXPERIENCE IN PACKAGING DESIGN:

As a Graphic Designer at the LEGO Group, I developed packaging and marketing pages for building instructions, creating visual assets that carried across print and digital platforms. Earlier in my career at Minuskel A/S, I worked on packaging design for a Danish supermarket chain and was also invited as a keynote speaker on photography for packaging design. Together, this spans packaging work from large-scale retail to global toy production.



Netto Packaging design for their own-brand products such as Kingsway and Premieur



SELECTED CASES IN PACKAGING DESIGN



Disney Princess
Box art, 3D graphics and layout



Danish Supermarket
Breakfast form Bells packaging and product photography

"I give Johanna the best recommendations. Johanna is very committed and have great sense of details. Johanna is a great graphic designer and illustrator and she has very good english skills."

— Bent Lomholt
Art Director



VisitAalborg Beer Walk
packaging design and 3D product visualisation



Arla Packaging design and 3D graphics for Disney cheese sticks



Marvel Spiderman Buildable Figures (76226, 76225, 76230).
Packaging, 3D graphics, effects and concept art for the backgrounds

GIGS

Food Photo Festival
Keynote Speaker on food photography for packaging and portfolio reviewer



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EXPERIENCE IN GRAPHIC DESIGN:

With over a decade in graphic design, I've worked across branding, packaging, digital, and campaign design for clients within publishing, retail, and advertising — including but not limited to Grundfos, Nybolig, Vandvagt, Semina and Die Kartenmacherei. My path progressed from Graphic Designer to Senior Graphic Designer/AD at ZUPA, and now to Graphic Lead at the LEGO Group, where I set design direction and ways of working across multidisciplinary teams.



Vandvagt Isometric
branding and web design

SELECTED CASES IN GRAPHIC DESIGN



Corporate blue illustration for
brochure layout concept



Award-winning concept
"Do the Wave for Goal 6 & 13" for Grundfos



Die Kartenmacherei patterns,
illustrations and posters



Semina CD covers and flash
cards for English songs

"Johanna is just one of those designers everyone would want in the team: creative, great at explaining the concept behind her work, always willing to prepare different versions to select from, patient with confusing briefings and flexible with last minute changes."

— Ewa Janek
Manager



Nybolig Real estate off-plan sales branding,
advertising, webdesign and story telling



GIGS

Adobe

Organiser for Behance
Portfolio Reviews in Aalborg
and Aarhus



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EXPERIENCE IN CONCEPT DEVELOPMENT:

I hold a PBA in Digital Concept Development from University College Nordjylland and put it into practice as an E-Concept Developer at Visit Aalborg, then LeadFamly, alongside with my digital work at Minuskel A/S and Grundfos including web design, wireframes, and branding. This foundation now informs how I build visual systems and design guidelines that scale across teams and external partners at the LEGO Group.



Domis Architecture design
branding for Risskovbrynet
3D visuals and webdesign

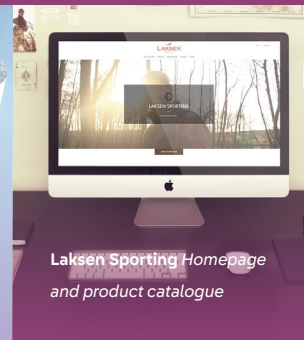


Gamification
Workshop

SELECTED CASES IN DIGITAL DESIGN



Grundfos Factory of the Future isometric illustrations,
posters, exhibition and web interface



Laksen Sporting Homepage
and product catalogue

"Johanna is an exceptionally
passionate and organized
graphic designer.

Having had the chance to
serve as Design Coach for her
team, I've been able to see this
first-hand with the robust and
detailed work she had led on
the team."

– Crisy Dymont
Senior Designer



Pomodoro
Gourmet Italian restaurant
branding & webpage

LeadFamly
Gamification, infographics,
magazines, posters and interior



Nybolig Real estate off-plan sales branding, logo design,
advertising, webdesign and story telling

GIGS

Game Scope Festival
Keynote Speaker on
the art and joy of game
development



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EXPERIENCE WITH ILLUSTRATION:

Illustration runs through both my professional and personal work. At the LEGO Group, I've created graphics for bricks and minifigures across multiple franchises. Beyond client work I've also illustrated and edited 32 children's books, and I continue to illustrate in my free time.



Semina English & German workbook series of 32 books
Layout, editing, illustration and prep for production



SELECTED CASES IN PUBLISHING & ILLUSTRATION



The Big Blue Bird

A pixi book about fitting in.
Original story and illustration.



Alborg Zoo Children friendly illustrated
exhibition at the great ape house



Friendly Village by the Sea

My latest children's book
written and illustrated by me

"Johanna has excellent communication skills, is extremely organized, well-informed about everything in the field of graphics, can work independently and is able to follow through to ensure that the job gets done."

– Beatrix Németh
Copy Writer



The Death Curse

Comics for young adults
illustration and copywriting



The Magic Moth Children book about the adventure of a cute rabbit and a Magic Moth. Story boards, layout and illustration

GIGS

Aalborg Surreal

Exhibition of some of my big scale original art pieces



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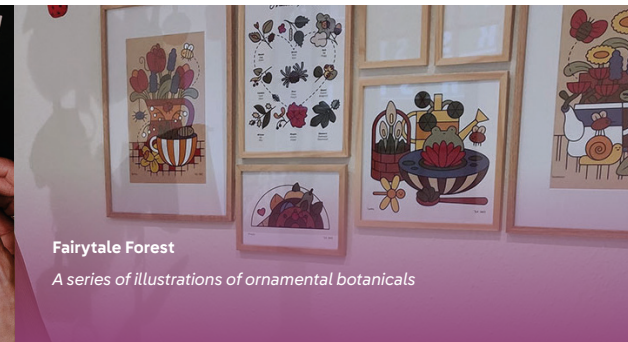
FREE TIME EXPLORATIONS:

I illustrate in my free time. I've also experimented widely across mediums — designing textile patterns, exploring animation and digital concept art, and even laser cutting. I also run my own freelance studio, Pixelguiden, alongside my full-time role — through which I've worked with clients like Sport1 TV, Teater Animisme, and Die Kartenmacherei since 2010.



Magic Meadow

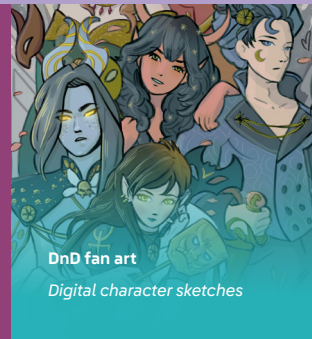
An illustrations series of timeless blooms



Fairytale Forest

A series of illustrations of ornamental botanicals

SOME OF MY PASSION PROJECTS



DnD fan art

Digital character sketches



Custom textile patterns with different animals, veggies and fruits



Fantasy Insects Art prints, stickers and bookmarks



Summer memories a collection of illustrations for Inktober



Birds and houses

Laser cut earrings



Busy Bee Cute fall animation

loop studies in TVpaint.gif



GIGS

Christams Markets
Selling graphic prints and accessories around Christmas time