

As a professional

I'm Kim, a Hyper Island bred Swedish Creative. I have always liked to write, but somewhere along the way I realized that it wasn't the actual words that triggered me the most but the idea behind them. Writing was just my natural tool for shaping, expressing and refining ideas and stories. So I became the idea guy in the digital team here at DDB Berlin and that's where you find me today - full with ideas, but still hungry for more.

During idea and concept development I enjoy analysing user experiences to see how they can be improved and communicated in an innovative way, often involving technology and Internet of Things. I also write scripts and copy and see psychology and human behaviour as an endless resource for insight-generation and storytelling. Sometimes I build wireframes and believe in testing and data as the main pillars for decision-making.

As a person

Characteristics that I consider myself to have and also appreciate in other people are honesty, humbleness, willpower, empathy, intelligence, and of course humour. I highly admire people that are funny in a smart way. It is also my belief that if you're good to people they will respect you and be good back.

When I don't work

When I don't work I like to read, travel, write in my blog (3000 visitors/month) and to hang out with my wife and our daughter, Teah. I'm also working on my second book which in contrast to [my first one](#) (that focused on intrinsic motivation) will be a work of fiction. On top of that I'm building a directory for interior design stores, expecting to launch in beta at the end of 2015.