

Dag-Henning Brandsæter



Hi! I'm a seasoned creative leader and designer with close to 20 years of experience in digital product development and brand building. My work spans product design, brand development, venture building, and increasingly AI-driven work. I specialize in turning complex strategies into new digital services and exploring how agentic systems and AI-powered tools can shape new kinds of products.

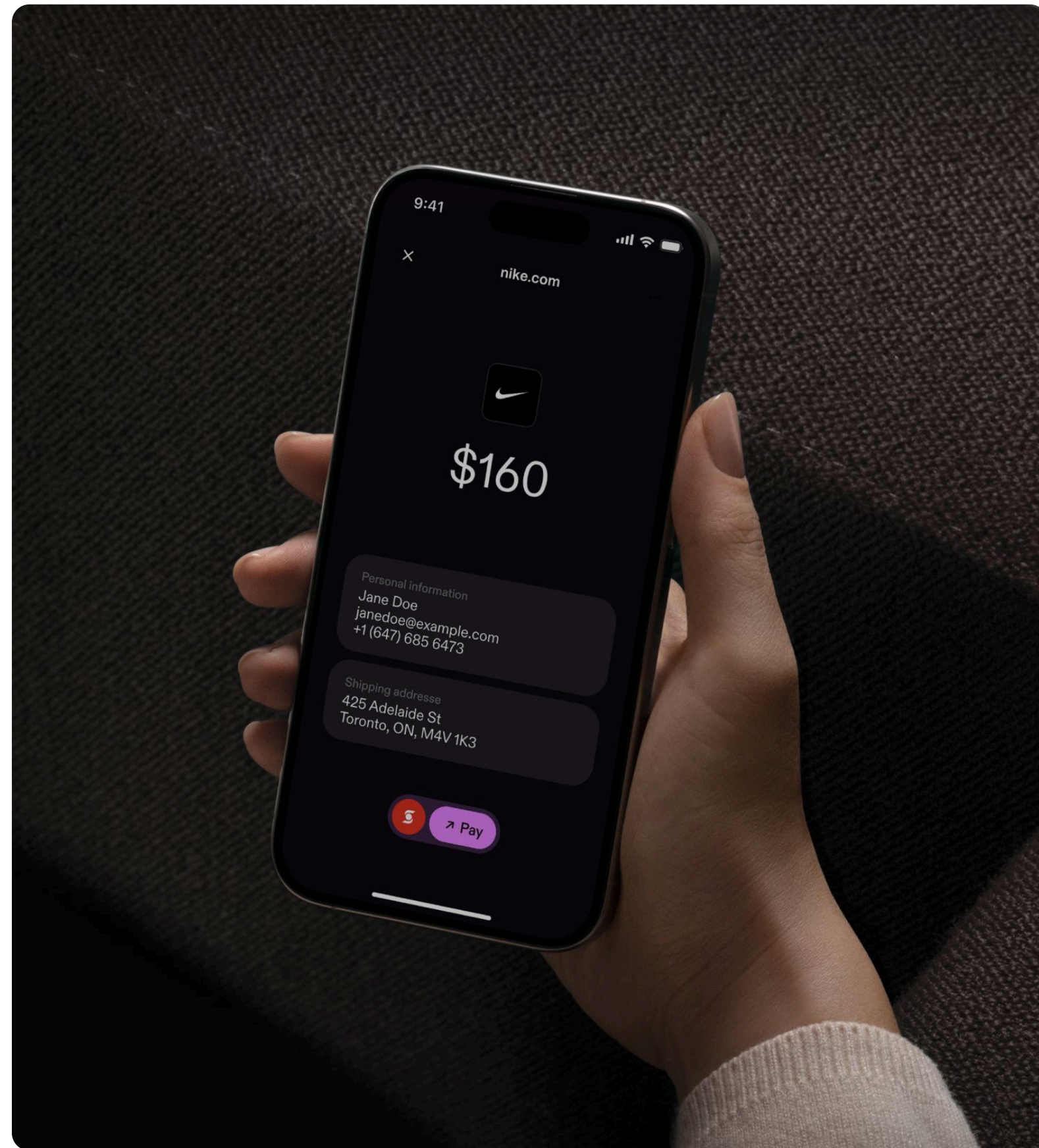
Main attributes

- AI explorations
- Agentic development
- AI coding
- Digital product design
- Product validation & testing
- Prototyping
- Creative leadership
- Brand identity design

Awards

- 2 × Red Dot award
- 2 × Tokyo TDC
- 1 × D&AD Shortlists
- 1 × Dezeen shortlist
- 3 × Most Beautiful Books award (NO)
- 1 × DOGA award
- 10 × Visuelt nominations

Capabilities overview



Product I define and design new digital products and services. I specialize in minimizing risk by validating and testing product desirability with end users through rapid, high fidelity, prototyping and fake door testing to name a few.



Brand As a graphic designer by trade, I develop new visual identities and brands, or scale existing design systems, and I bring them to life through digital ecosystems (ux/ui).

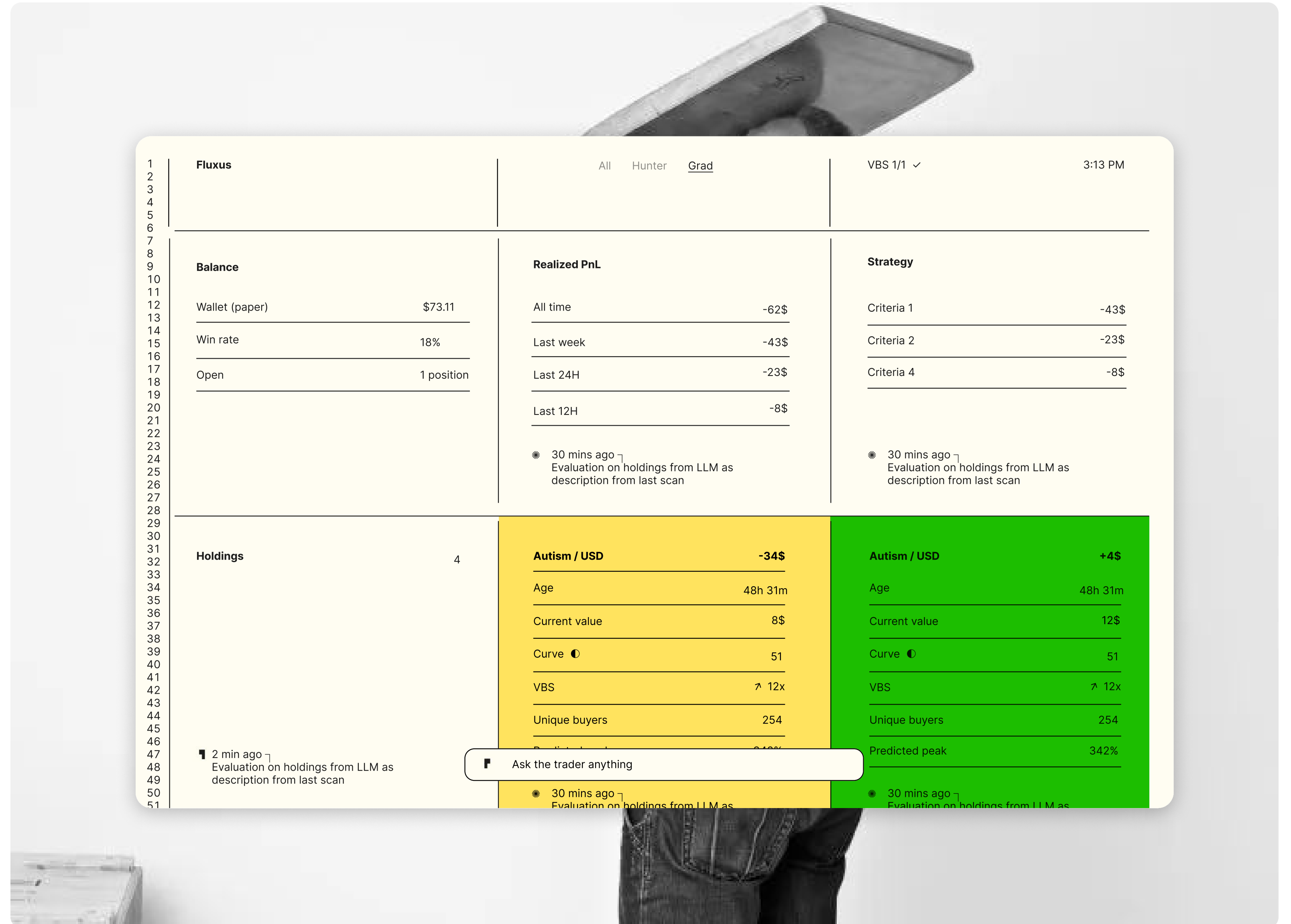


AI I'm deeply curious about emerging technologies, especially AI. I use tools like Claude to prototype products, build AI agents, and explore new interaction models. Increasingly, I combine design with agentic development to test ideas quickly and turn concepts into working systems.

AI has opened the door for designers and entrepreneurs like me, to build products faster than ever.

Using agentic development workflows, I'm currently building Fluxus — an autonomous AI trader powered by real-time blockchain data, machine learning models, and a locally running Qwen LLM. The system continuously learns from market behavior and trade outcomes, refining its predictions over time. The project explores how LLMs can move beyond interfaces and become active decision-making systems.

Through projects like Fluxus, I experiment with how AI agents can be designed, built, and validated before becoming full-scale products.



F-L-U-X-U-S

An autonomus AI trader. It is self-learning, driven by real time blockchain data and trade executions. Currently running locally on Qwen3.5, with ambitions to launch as a product offering.

Experience

2021 – Present
Creative Director,
EY Doberman Oslo
Doberman.co

For the past five years I've had the pleasure of establishing EY Doberman's Oslo office as creative director. As a creative lead, while being hands-on in projects, my main responsibilities has been assuring quality of deliverables, team culture, and recruitment. As one of the founders, I also contributed to strategic business development, proposal writing, and assembling cross-disciplinary teams for complex product deliveries. The primary project focus has been developing new digital business ventures.

2008 – 2013
Partner & designer
NODE Berlin/Oslo
nodeberlin.com

I joined Anders Hofgaard, Serge Rompza and Andreas Skilhagen as co-founder of Node's Oslo office and as a designer in 2008. The office was, and still is, highly specialized in contemporary graphic design- challenging the status quo and developing highly avant garde visual expressions for international institutions within the arts. We worked with established institutions such as Haus der kultur der welt, Office for contemporary arts (OCA), Stiftung Bauhaus Dessau to name a few.

Education

2004 – 2006
Gerrit Rietveld Academie,
Bachelor Design
Amsterdam, The Netherlands

2000 – 2002
Hyper Island
Higher education diploma
Karlskrona, Sweden

2018 – 2021
Manager Digital
Snøhetta
Snohetta.com

I joined the established architecture- and design office Snøhetta in 2018, as manager of their new digital design department, bringing a new offering to already established brand in the world of architecture. My main responsibilities was acquiring new business, quality of deliverables, team culture, and recruitment, aswell as hands on project work. Split 50/50. We worked with a broad range of international clients on digital product and service design, e-commerce, and brand identity design.

2002 – 2003
Designer
QUA Associates,
Amsterdam

I joined QuA associates in Amsterdam after my studies at Hyper Island as a graphic designer. As a combined architecture- and design office I worked on a wide range of spatial experience projects and visual identities. Pon Caterpillar and Batavus- if you are into the dutch bike scene, was some of our biggest clients.

Personalia

Male
Born 1982 (43y)
Lives and works from Oslo,
Norway but is available for
relocation if needed.

2013 – 2018
Head of Design
Netlife
Netlife.com

As Head of Design in Netlife i led a department of 30 designers across product (UI/UX) and brand. With its legacy of beeing a UX-first design agency, my time was split between hands on client projects, primarily focused on creating user-centric websites and services to strategic business development, assuring quality of deliverables, team culture, and recruitment.

2001 – 2002
Internship design
Syrup NYC

As a part of the Hyper Island internship programme I had the privilege of living the dream at an early age (19), living-and working in New York. I was working at brand design studio Syrup (later Kokoro moi), where my days was spent sketching visual concepts and ideas for actual clients, in between getting coffee for everyone. A wonderful year!

Experience



WIKIPEDIA
The Free Encyclopedia



SAMSUNG



Grolsch®



持続可能な社会に向けた
“新しいコンテキスト”をデザインし、
テクノロジーで社会実装する

Over the years I've had the opportunity to work with a range of international organizations and brands. Much of my career has been based in Scandinavia, but I've also spent roughly seven years working abroad, collaborating with teams and clients across different cultures and industries. Working across these contexts has taught me a lot about how design operates inside complex organizations.

Experience

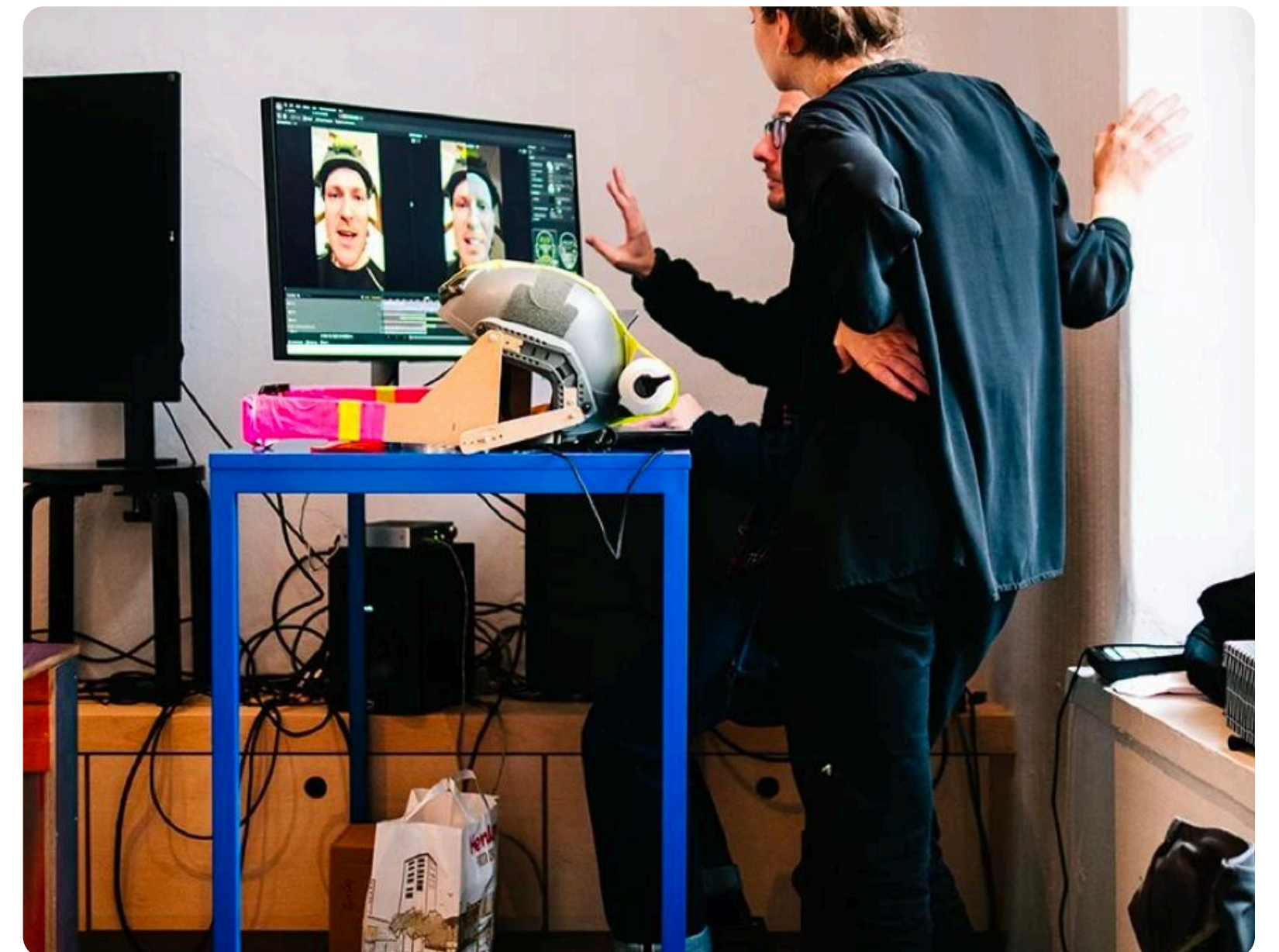
EY Doberman

For the past five years I've helped establish EY Doberman's Oslo office as Creative Director. While staying hands-on in projects, my primary responsibility has been building the team, maintaining design quality across deliveries, and shaping the studio's culture and recruitment.

As one of the founders, I also contributed to strategic business development, proposal work, and assembling cross-disciplinary teams for complex product initiatives. Most projects focused on developing new digital ventures.

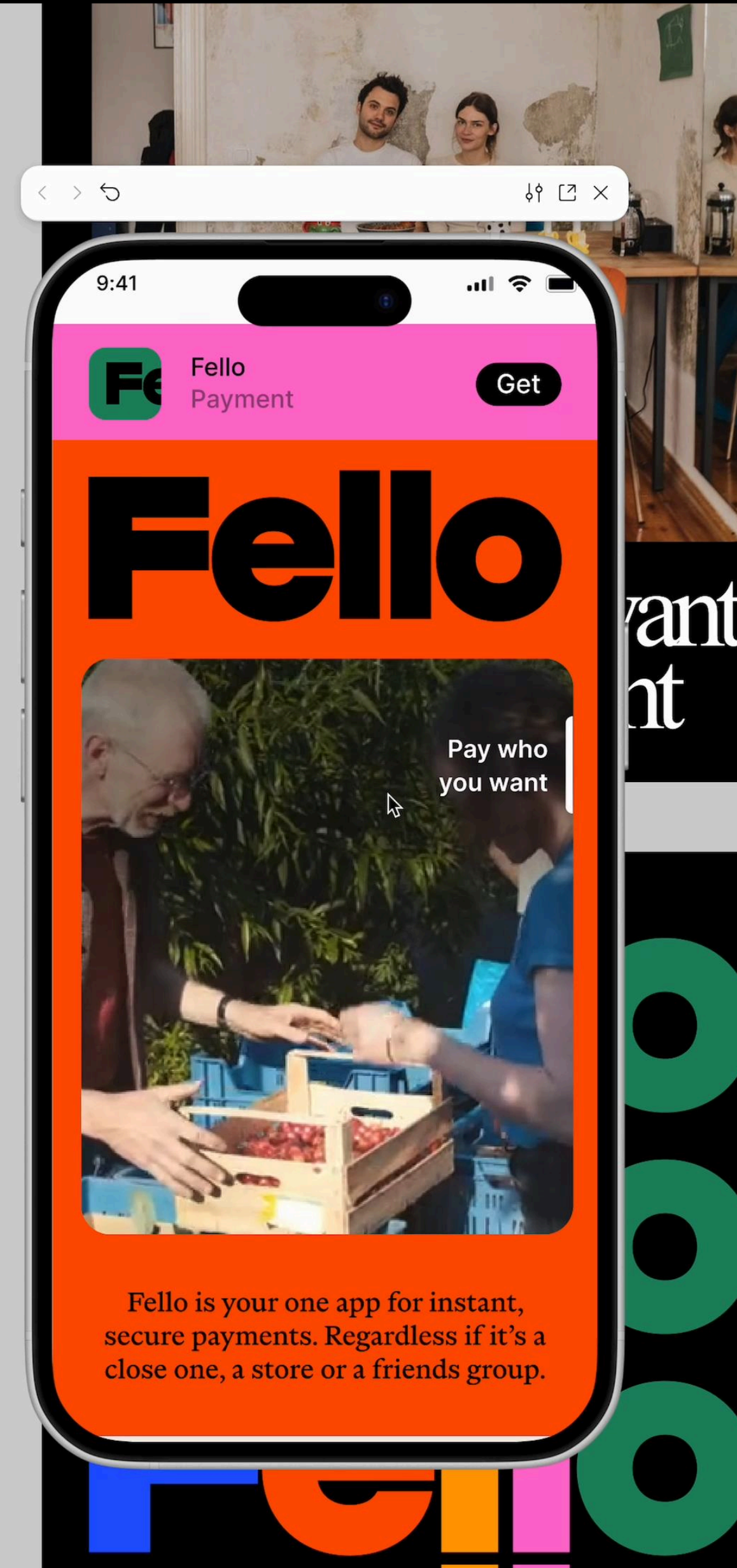
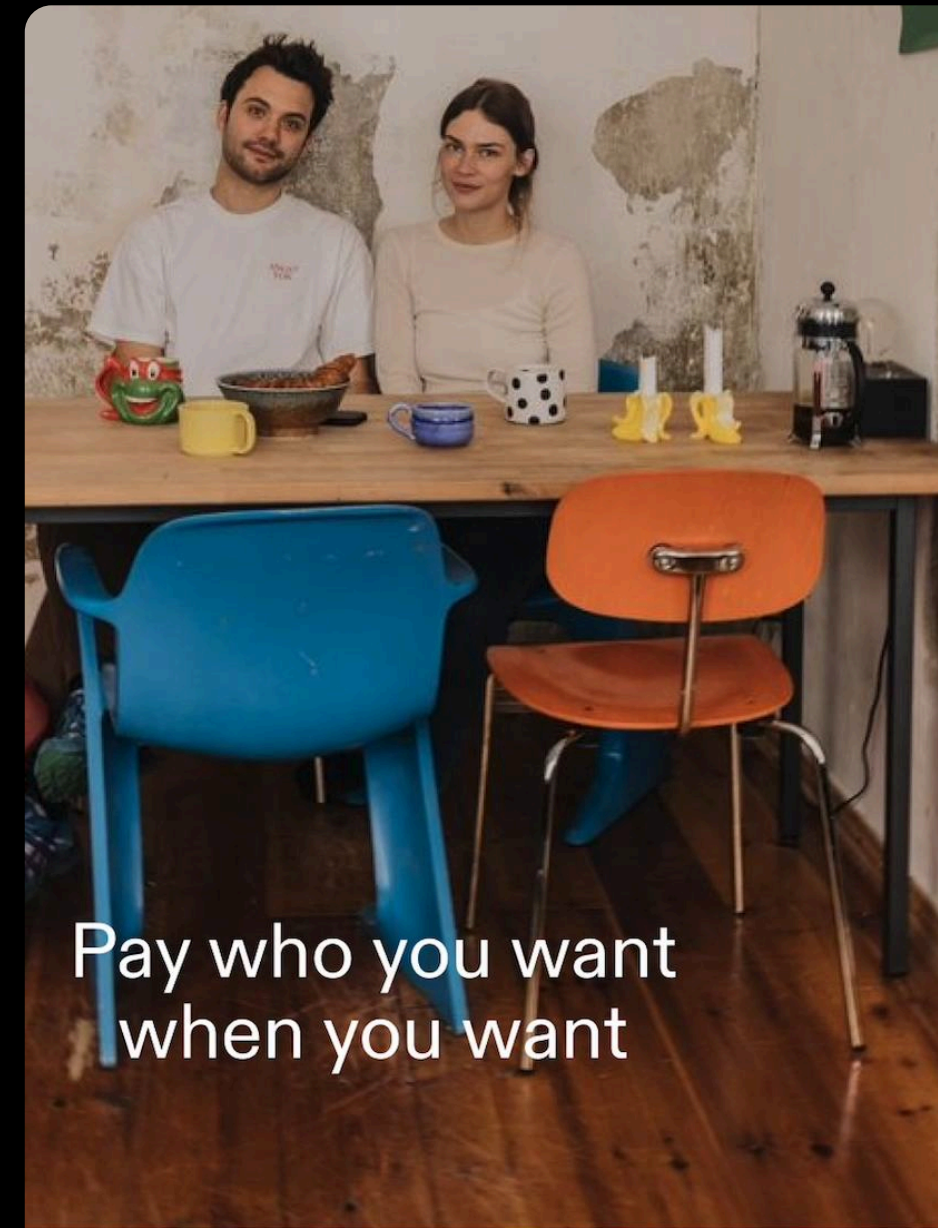
Awards

- 2 x Red Dot award
- 2 x Tokyo TDC award and exhibition
- 1 x D&AD Shortlists
- 1 x Dezeen shortlist
- 6 x Visuelt nominations



Snapshot #1

Fello



iPhone 16 - 55

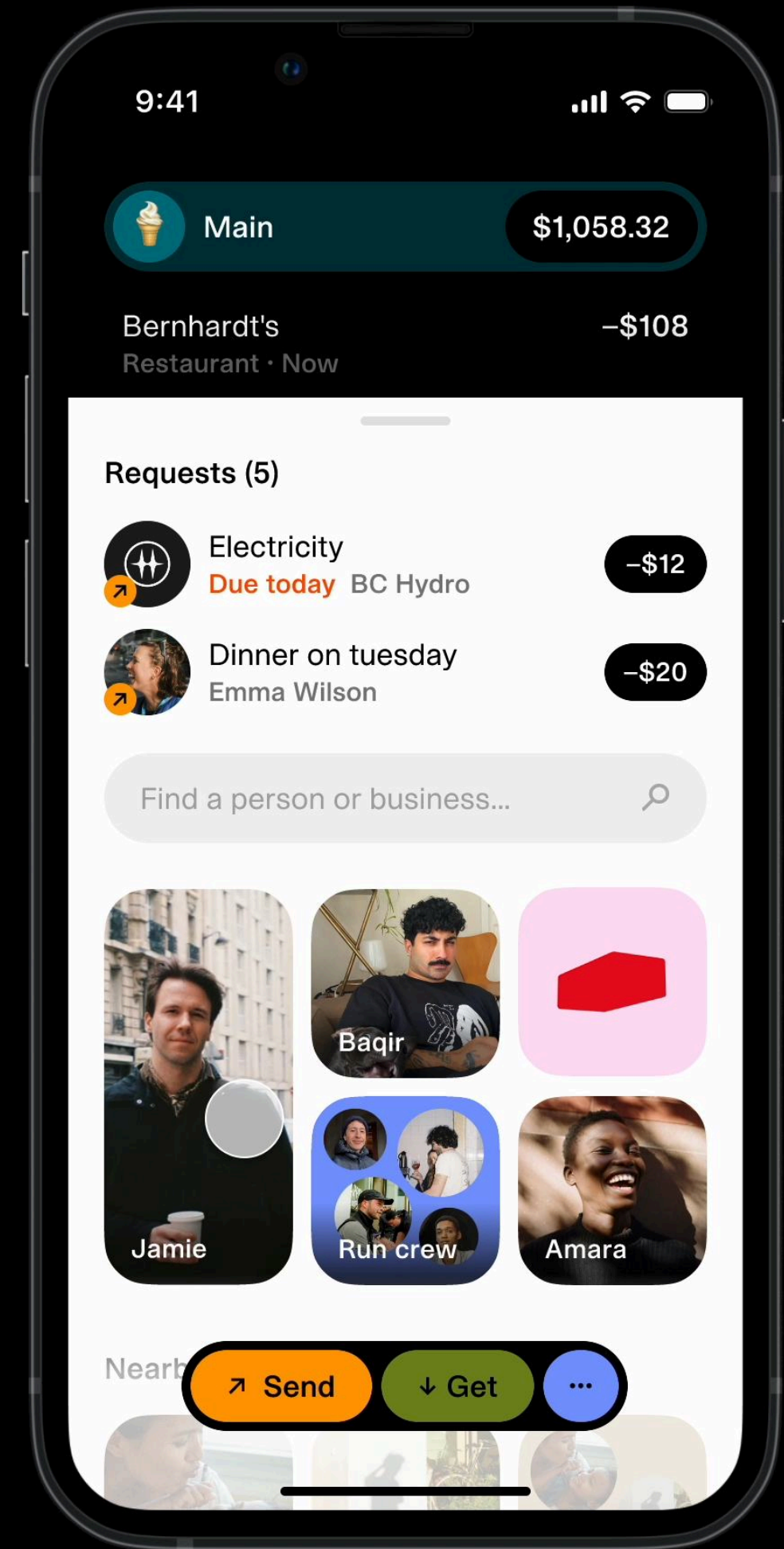


I served the role as creative lead on developing a new peer-to-peer payment solution for Interac- a leading Canadian financial institution. We defined product value propositions and prototyped and validated them with real users in a series of tests, resulting in a MVP and visiontype setting the direction going forward.

Snapshot #1

Fello

When conducting desirability tests and validating product features, I'm used to creating high fidelity prototypes, both of the product- and the brand experience we want to achieve.

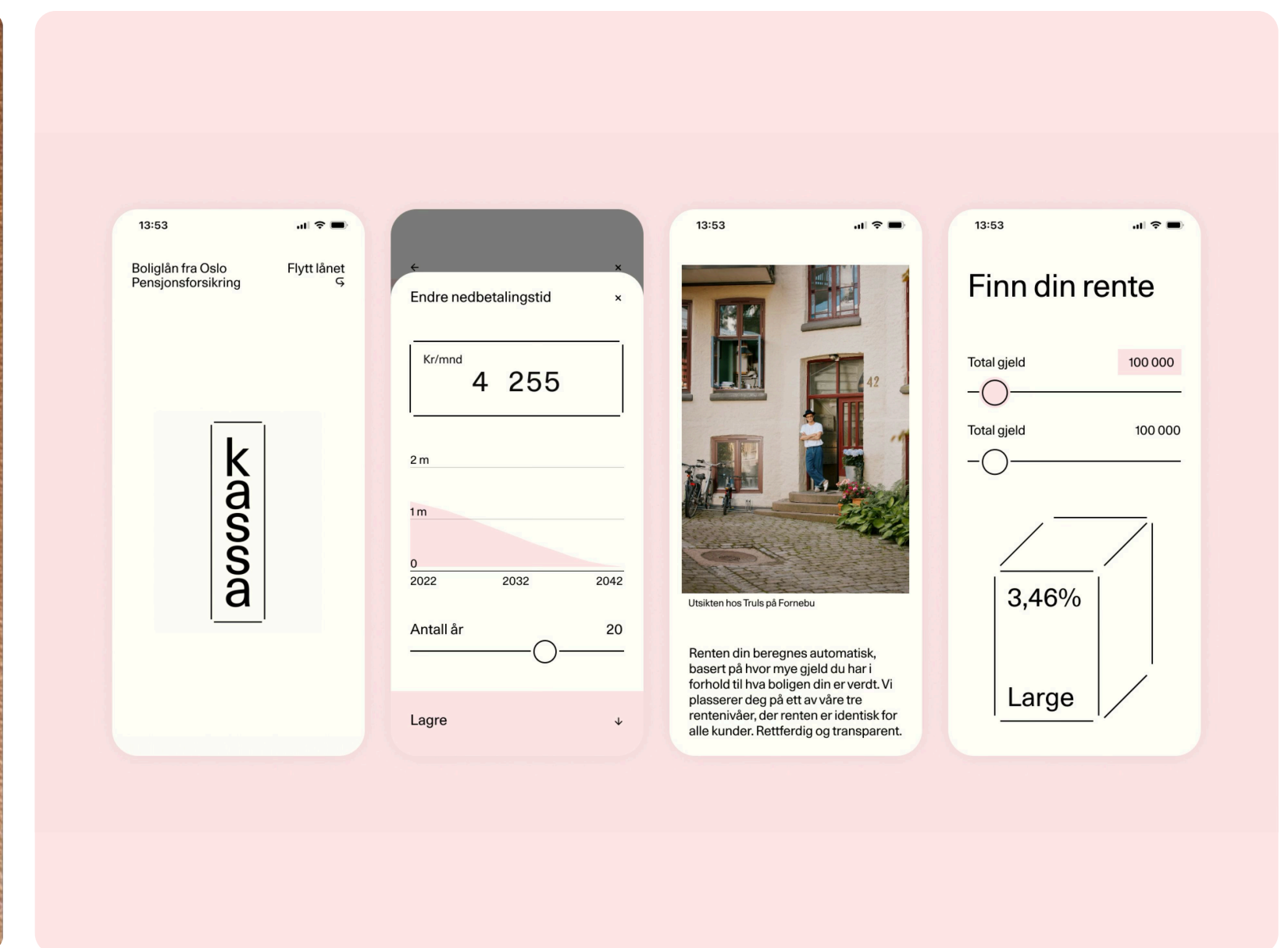
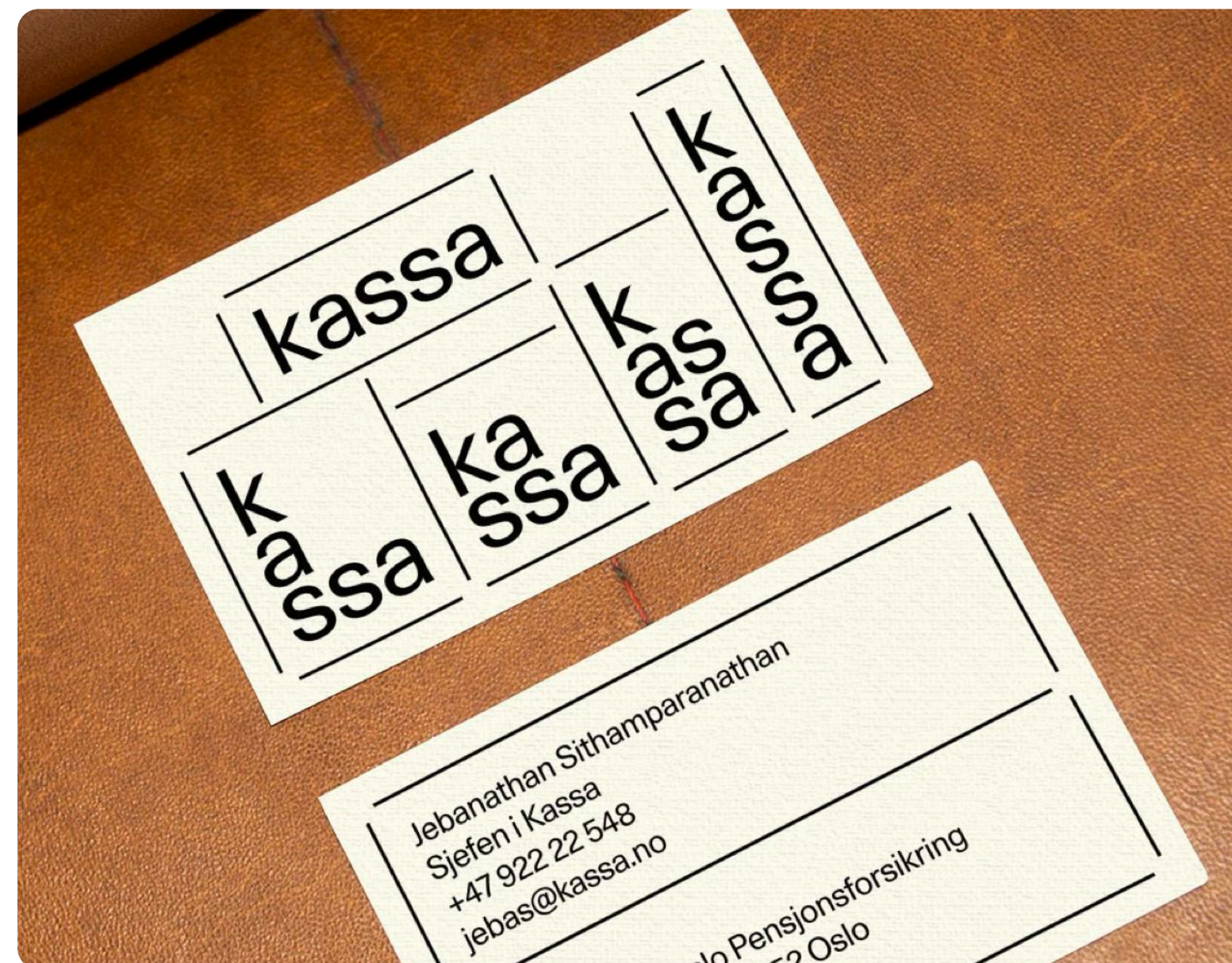


Snapshot #2

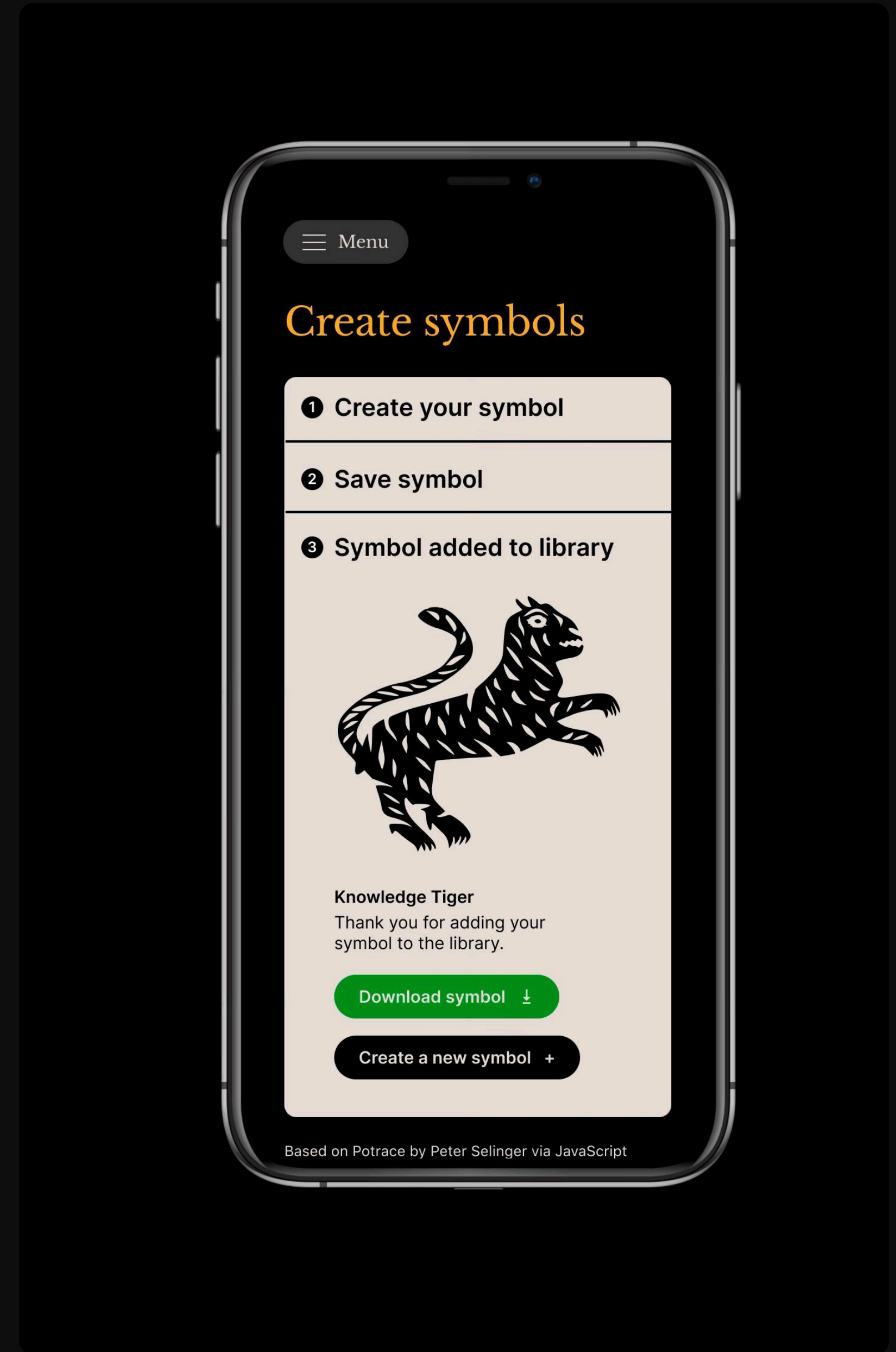
Kassa



I acted as creative director, in the development of "Kassa" - a new corporate venture by the Oslo Pension Fund, working in close collaboration with the client and business development team. My main responsibility was on our deliveries of the new brand identity and activation for the new venture offering. I also worked hands on with the design direction, from name development to a complete design system. The result resonated strongly with the market, generated a massive influx of new customers, and exceeded all launch targets.

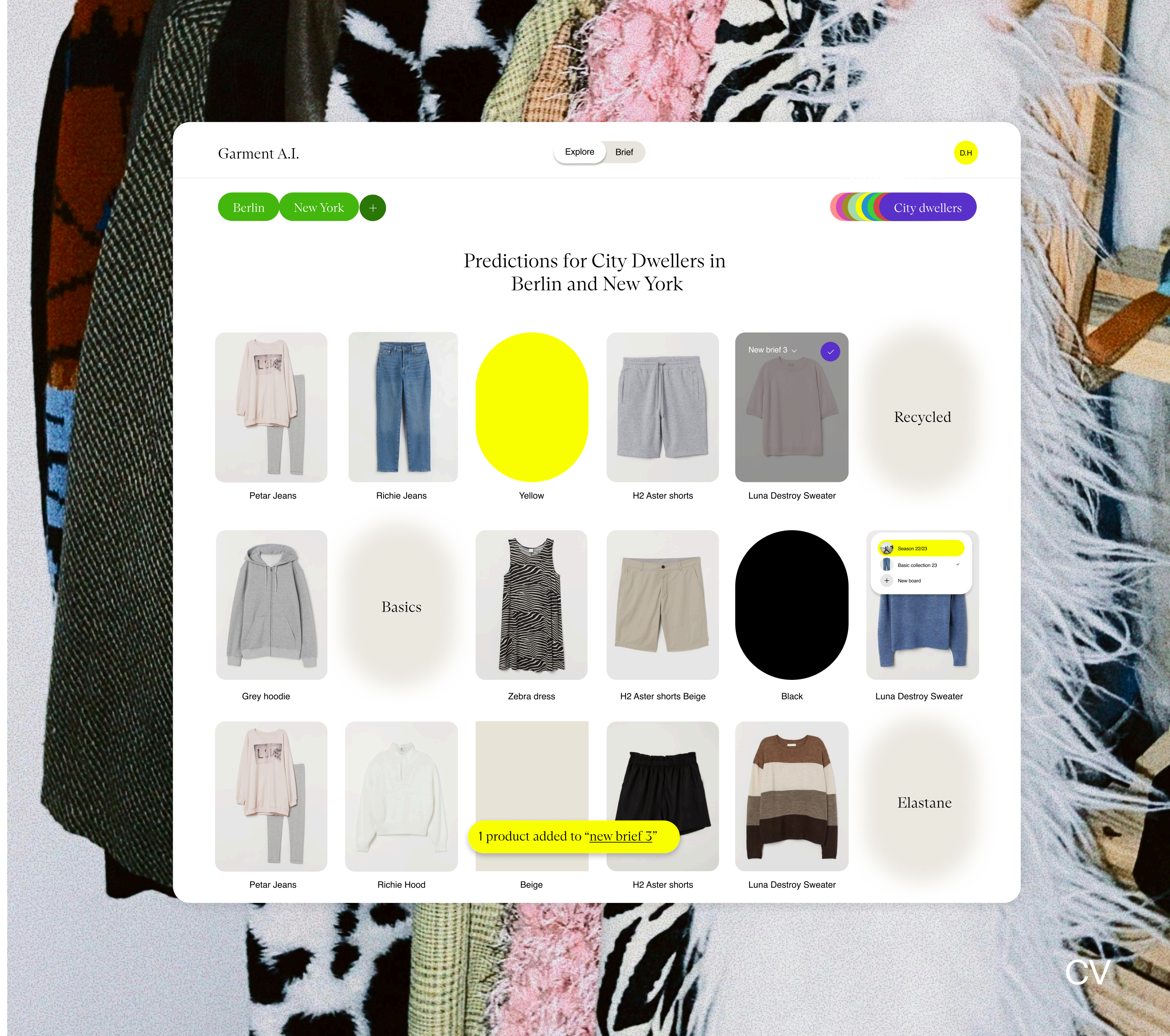


I served as digital design director and was responsible for the sales acquisition of Wikimedia foundation while at Snøhetta. In the project I worked closely with the client and the creative team, also hands-on, in developing a new framework and identity for the 200.000 strong organization.



For H&M (Hennes & Mauritz Group) I acted as Creative Director in the development of Garment AI, a tool that helps fashion teams discover emerging trends and make smarter merchandising decisions.

Using historical data and predictive models, the system generated insights on what products and styles to produce based on location and seasonality.





- Season 22/23
- Basic collection 23 ✓
- + New board

- Petar Jeans
- Basics
- H2 Aster shorts
- Orange
- Luna Destroy Sweater

- Season 22/23
- The Great Escape
- Chinese New Year 2023
- New board +

Garment A.I Arizona Serif

Arizona Serif Light Predictions for City Dwellers in Oslo, Berlin and Hong Kong

Body

Well-paid residents of large cities who are pursuing successful careers while enjoying close proximity to culture, shops and entertainment. They are relatively young in age, with many adults in their twenties and thirties. Family households are less common, and a greater than average number of individuals live alone. People often move to these neighbourhoods from other regions or countries, attracted by the opportunities on offer.

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Garment A.I. Get started

See what features and products your customers are looking for next

- Loose-fit
- [Image of a plaid shirt]
- [Yellow oval]

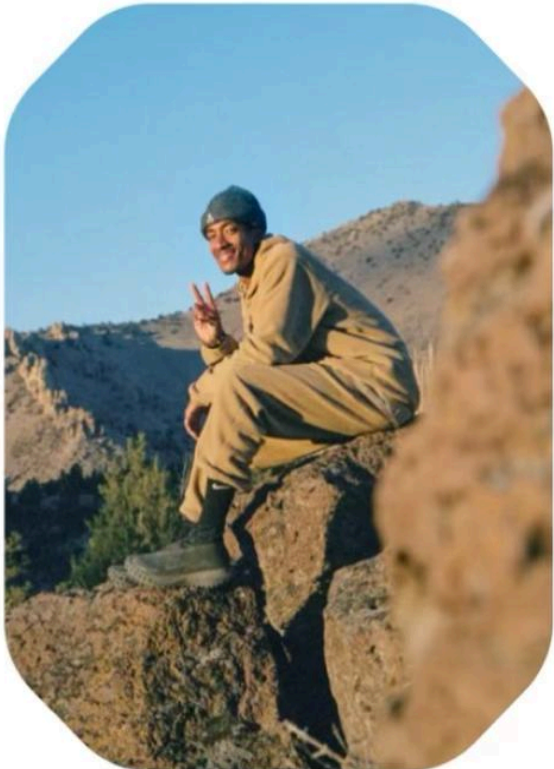
Garment A.I. Explore Brief OH

New brief 3

- Floral pattern or longer title
- Floral pattern or longer title
- Floral pattern or longer title

← Back Share

The great holiday



The mission here is to blend fashion and function. We want to brave the elements in style and energized colour.

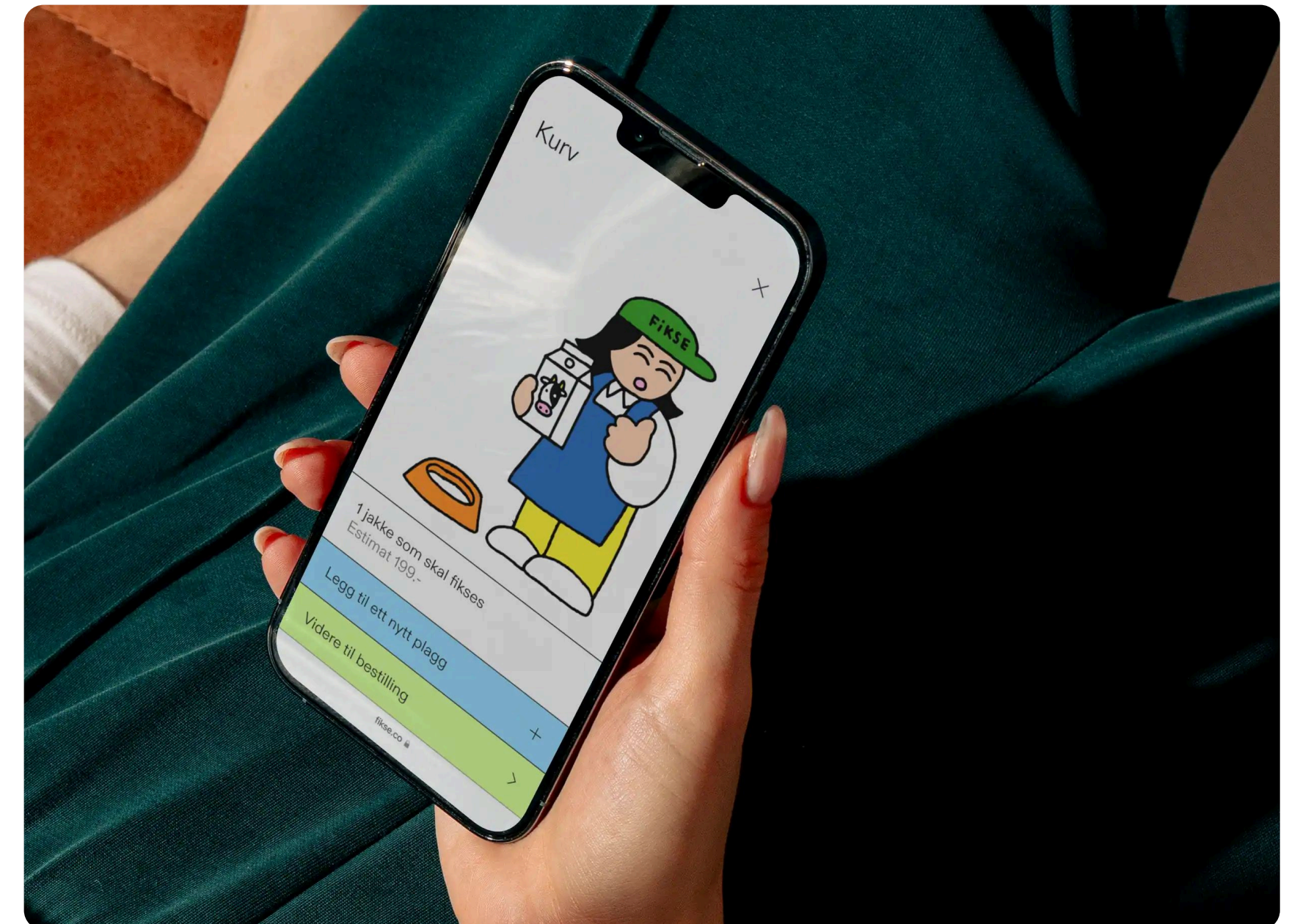
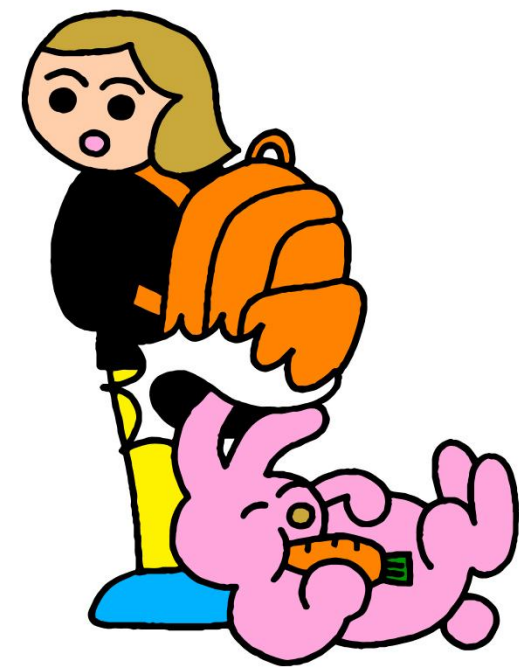
Keywords
Brown tones / Mellow
All conditions
Pale colors
Monocolour

Save to brief

- New brief 3 ✓
- The Great Escape ✓
- Chinese New Year 2023
- Beach collection
- New brief +

- Oslo Berlin +
- Oslo Berlin |Location
- Oslo Berlin Mad

- Madrid
- Madagascar



Fikse aims to increase the rate of repair in society for clothing, textiles, and small electronics. Through the digital product, design system, and visual identity, we designed Fikse to express simplicity and a friendly charm that makes the concept feel approachable and easy to adopt. Role: creative director.

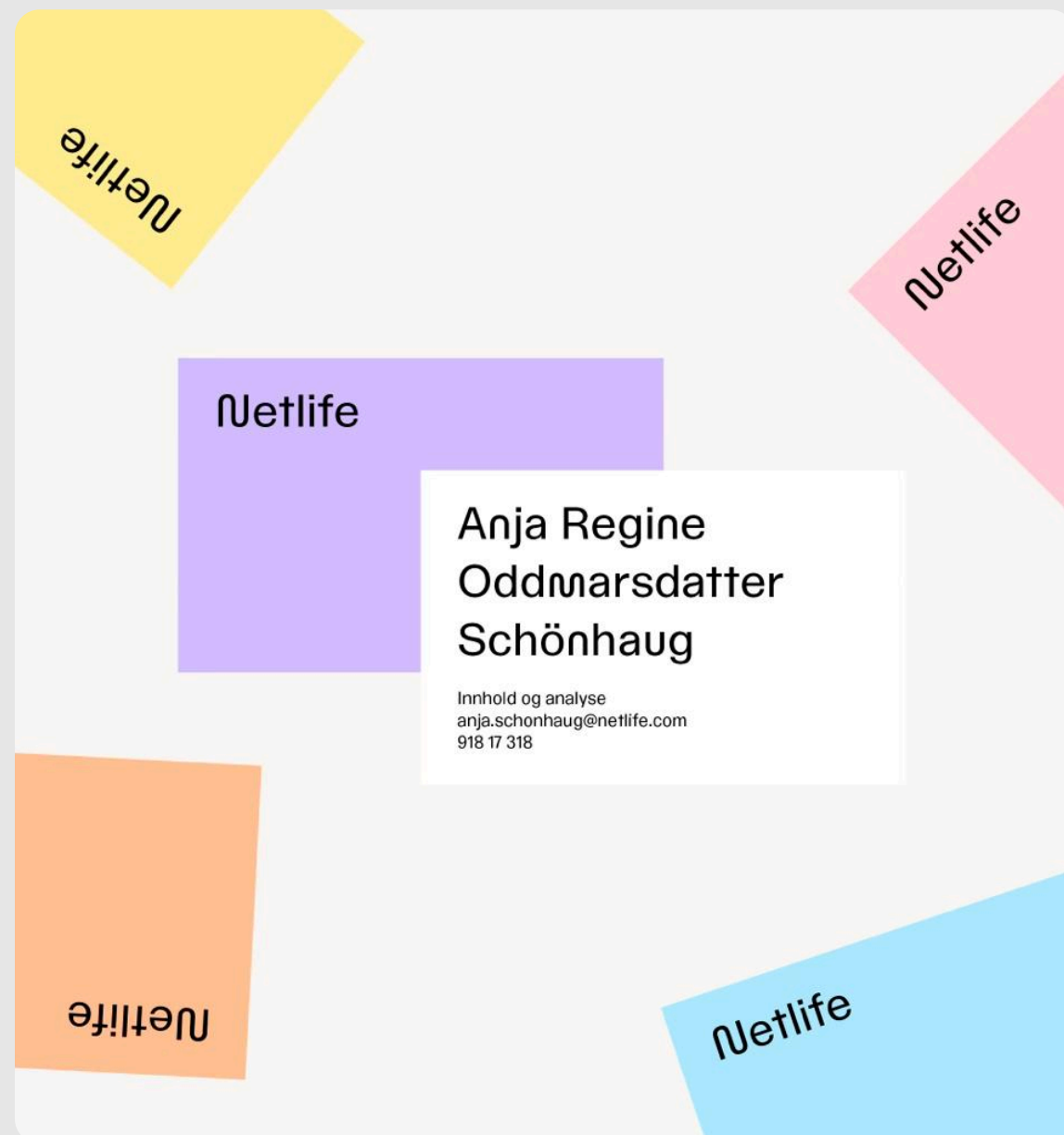
Snapshot #6

Netlife

Developed a new visual identity, website, and content strategy for Netlife. Provided art direction for a custom typeface created specifically for Netlife in close collaboration with the Swiss type designers at ABC Dinamo Typefaces.

Netlife Sans - Vektor

Netlife Sans Regular
Netlife Sans Regular Italic
Netlife Sans Bold
Netlife Sans Bold Italic
Netlife Sans Lining



Background

I joined Anders Hofgaard, Serge Rompza and Andreas Skilhagen as co-founder of Node's Oslo office and as a designer in 2008. The office was, and still is, highly specialized in contemporary graphic design- challenging the status quo and developing highly avant garde visual expressions for international institutions within the arts. We worked with established institutions such as Haus der kultur der welt, Office for contemporary arts (OCA), Stiftung Bauhaus Dessau to name a few.



Editorial



Campaigns

Thank you!

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