

Gustaf Garnow

Digital Designer and Creative Technologist

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Portfolio: headless.design/portfolio · linkedin.com/in/gustafgarnow · github.com/Baltsar

SUMMARY

Digital designer with 10+ years across campaigns, email, web, print and motion. Seven years in-house at AMF Pension, designing customer communication under Finansinspektionen supervision and working daily with UX designers, copywriters and developers. Since 2025 I build and ship my own products with AI coding tools: a sourced open data product, an AI voice installation, and a live research agent for OpenSverige, the 600+ member community for Swedish AI builders that I founded. Deep in the Adobe suite, working level in Figma. A confident presenter who runs demos, trains colleagues and gets people building.

EXPERIENCE

headless.design · Independent designer and builder 2026–

Own practice for design and AI builds. Shipped products are listed under Selected builds.

- Designs, builds and ships end to end with Claude Code and Cursor, on Next.js, React, Supabase, Vercel and Railway.
- Uses deterministic workflows where correctness matters, and builds MCP servers and APIs so the products work with AI agents.

OpenSverige · Founder and Chair 2026–

Community for Swedish AI builders. 600+ members on Discord, with meetups in Stockholm.

- Runs open demo sessions where members screen-share what they are building, finished or not. 10+ attendees per session, hybrid IRL and Discord.
- Built and runs a research agent that members tag in Discord: Hermes Agent on a Mac Mini with Grok, live X feed and image generation. Heavily used as a sidekick in community discussions.
- Set the agent's guardrails: no scraping, no data collection, answers only in context when tagged.
- Concept, design and most of the build behind agent.opensverige.se, made to bring new builders into the community.

Career break 2025

Family time and full-time re-tooling in AI: Claude, Cursor, MCP servers and agent infrastructure.

AMF Pension · Digital Designer 2017–2025

One of Sweden's largest pension companies. Mass-market customer communication under Finansinspektionen supervision, across campaigns, email, web and print.

- Designed a print letter built to convert readers into email subscribers: cut the copy with the copywriter, placed the QR code for maximum scans, and designed the scan-to-signup flow, tested across devices.
- Set design and usability requirements in the Salesforce procurement, and met and tested competing vendors for comparison.
- Procured and rolled out Infogram as a self-service design tool. Built ready-made templates and trained the whole marketing department, so colleagues produced social posts and graphics without waiting for design.
- Became the team's go-to person for AI, running demos for colleagues as generative AI arrived.
- Drove requirements for new and rebuilt components in the design system, based on documented needs.
- Accessibility in daily work: WCAG contrast checks in Figma, and email rendering and accessibility testing in Litmus.
- Newsletters and email campaigns from design to follow-up in Salesforce. Meta ads in Ads Manager. Landing pages in Episerver. Tracking in Google Analytics and Piwik PRO.
- Motion and short film in After Effects and Premiere, presentations in PowerPoint, and print when the art director needed backup.
- Worked in a regulated environment where customer communication passed legal review. Deep knowledge of the Swedish pension system.

FamiljenPangea · Art Director Assistant	2016–2017
Social media and campaign material for Tekniska museet, supporting the art director. Banners, presentations, concepts and mockups.	
River, The Agency · UX Intern, then Designer	2016
Started in UX with user testing, wireframes and prototypes. Then designer on websites, campaign sites, banners and final art for clients including Nike and SF Studios (DVD covers). Daily production in Photoshop.	
Freelance Designer · Wow Events and own clients	2015–2016
Started as an intern at Wow Events, then freelanced. Print, digital, outdoor and motion material for corporate events for Telenor, Saab, Ericsson and Storytel. Logo and outdoor campaign for Epic Events. WordPress and social media.	
Stockholms läns landsting · Graphic Designer, via Academic Work	2015
Designed and illustrated the information brochure for Tvärbanan's new Kista branch as the sole designer.	
Before design	2007–2014
Event staff for DreamHack, Coca-Cola and Telia through UMG. Five years part-time at SF Bio.	

SELECTED BUILDS

infra.opensverige.se	2026
Sourced comparison of Swedish and European AI infrastructure providers: data location, ownership and jurisdiction. Versioned with changelog, open JSON API, CC-BY.	
- Built end to end with AI tools: an information-gathering pipeline, a submission method so providers report their own data, and fully automated updates. Adding a new provider is the only manual step. - The launch post reached about 17,000 impressions on LinkedIn.	
agent.opensverige.se	2026
Open-source scanner that shows how readable a website is for AI agents. My concept and design, and about 80% of the build, with backend support from a community member.	
LINJEN · headless.design/portfolio/linjen	2026
A decommissioned Televerket phone kiosk on Österlen that answers real calls with AI characters. Twilio and ElevenLabs voice, prompted characters, cloud-hosted, with the physical phone connected via modem and battery.	
frilanspengen.se	2026
Independent comparison of Swedish self-employment companies, without affiliate links.	
kammaren.nu	2026
Deterministic calculation engine for Swedish 3:12 tax optimization, exposed through an MCP server.	

SKILLS

Design Photoshop, Illustrator and InDesign (deep, daily). After Effects and Premiere Pro (motion and short film). Figma (working level). PowerPoint and Keynote.

Email, web and marketing Salesforce email, Litmus, Episerver, WordPress, Meta Ads Manager, Google Analytics, Piwik PRO, Infogram.

AI and build Claude, Claude Code, Cursor, Next.js, React, Supabase, Vercel, Railway, MCP servers, APIs, deterministic workflows, Twilio, ElevenLabs, Hermes Agent, Grok.

Practice Accessibility (WCAG), procurement requirements, user testing, training and demos, community building.

Languages Swedish (native), English (fluent).

EDUCATION

Medieinstitutet · Digital Content Designer: web, multimedia, interaction	2014–2016
Beckmans College of Design · Visual communication, evening course	2010–2011
Norra Konstskola · Foundation year in fine art	2009–2010
Berghs School of Communication · Introduction to graphic design and communication	2008