

Geir Ólafsson

Design engineer and creative director

Selected work

2025 › 26	Gangverk digital product studio, Reykjavík and New York Design and principal development of gangverk.com 7 Art direction, type system, motion and the production frontend. Next.js, React, TypeScript, WebGL with custom shaders, scroll-driven theming. 28 routes, 12 real-time 3D components.
2026 ›	Magni industrial IoT platform, a Héðinn company Brand, marketing site and collateral. Identity, colour strategy, typography, infographics and copy. magni-app.is 7
2015 › 22	Sjóvá among the three largest Icelandic insurers Art director 2015 – 2020, creative director 2020 – 2022. Led the 2015 rebrand. The company moved from the lowest customer satisfaction ratings in its sector in 2015 to the highest by 2017.
2011 › 23	Iceland Symphony Orchestra Designer and art director 2011 – 2014, creative director 2021 – 2023. Seasonal visual identities, concert marketing and campaigns across a decade of programming.
2019 › 23	Landsbankinn one of Iceland's largest banks Art director 2019 – 2021, creative director 2021 – 2023. Led creative direction for the bank's communication and branding, including a full visual identity refresh in 2022 and nationwide campaigns.
2014 › 20	Landsvirkjun Iceland's national power company Art director and communication design. Annual, environmental and sustainability reports in print and digital, corporate communication materials, and the design of the company's annual meeting.

Work

2024 ›	Independent practice brand, product and code
2021 › 24	Creative director Aton
2015 › 21	Art director Jónsson & Le'macks
2011 › 25	Design and art direction Gallery Port
2018 › 19	Course instructor Iceland Academy of the Arts
2013 › 16	Founding member Børk Design Studio
2011 › 15	Graphic designer Jónsson & Le'macks

Awards

2017	Icelandic Web Awards Sjóvá
2013	Red Dot Design Award communication design, packaging, Katla vodka
2012	Art Directors Club of Europe Silver, open category
2012 › 16	Six awards from FÍT the Icelandic Design Association branding, information design, posters and book covers

Published

2013	Index Book Festival Graphics
2013	Gestalten Boxed and Labelled Two!
2012	IDN issue V19N3
2011	Formes de Luxe luxury packaging, issue 81
2011	Design and Design Book of the Year vol. 4
2011	Form Magazine
2011	New Design Magazine

Exhibitions

2018	TypoCraftHelsinki Reykjavík Art Museum
2014	Børk Blankets The Culture House, Reykjavík
2012	Graduation Exhibition Hafnarhúsið, Reykjavík
2011	EduZGraf ZGraf, Zagreb

Education

2009 › 11	BA Design Iceland Academy of the Arts, Reykjavík
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Typography

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