

## **Jonas Dalsäng**



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## **Professional Summary**

Experienced and versatile Lead Artist with over 14 years in 3D visualization, rendering, and digital production processes – specializing in the automotive industry and photorealistic image production.

Producer in lighting, shading, compositing, and Digital Twin, as well as a confident leader with experience managing teams and projects from brief to delivery.

Creative and technical background with extensive use of tools such as:

Nuke, Photoshop, Maya, 3ds Max, Arnold, V-Ray, and HDR Light Studio

Experience in HDRi production, location production PTGui, Unreal Engine, Octane,

Redshift, AI-driven image production.

Clients include: Volvo Cars, Zeekr, Lynk&Co, Volvo Group, Mack Trucks, IKEA, Axkid, Polestar

Roles include: Lead Artist, Lead Lighting Artist, Creative Lead, Supervisor, Production Lead, Art Director

## **Work Experience**

### **Senior 3D Artist**

Rapidimages AB, Gothenburg

March 2025 – Present

- Content production for Volvo Cars car configurator – still images and animations.
- Lifestyle CGI for Zeekr and Lynk&Co.
- Feature animations and marketing for Volvo Group North America.
- Creative Supervisor for Mack Trucks real-time configurator.

### **Lead Artist**

Rapidimages AB, Gothenburg

May 2022 – March 2025

- Creative and technical leadership of CGI productions.
- Designed and developed Volvo Cars Studio Configurator.
- Led production of 360° turntable animations.

- Client dialogue and visual responsibility for Zeekr, Lynk&Co, and Volvo Group.

**Lead Lighting Artist**

Rapidimages AB, Gothenburg

July 2011 – May 2022

- Specialist in lighting, rendering, and compositing.
- Photo productions and HDRi assets for Volvo Cars.
- Pipeline responsibility for materials, shading, and postproduction.
- Supported development of CGI processes for car configurators.

**Internship CG Artist**

Sparkvision AB, Gothenburg

March – June 2011

**Internship CG Artist**

Edithouse Communication, Gothenburg

September – December 2010

**Technical Illustrator**

Nagano AB, Gothenburg. Consultant at Volvo Penta. Other clients: Volvo CS and Mitsubishi

July 2002 – May 2009

**Store Manager**

Aqua Limone AB, Gothenburg

September 1999 – May 2000

**Education**

- Yrkeshögskolan Gothenburg 2009–2011  
YH Diploma, Computer Graphic Design
- Santa Monica College 1996–1999  
AA, Business, Design
- NTI School, Media and Communication 2001

**Skills**

- Lighting / Shading / Rendering
- Compositing
- Postproduction & Retouching
- HDRi Production
- Directing Location Photography & Filming

- Direction
- Animation

### **Tools & Software**

- Nuke
- Photoshop
- Maya
- 3ds Max
- Arnold
- V-Ray
- HDR Light Studio
- PTGui
- Unreal Engine
- Octane Render
- Redshift

### **Languages**

- Swedish – Native
- English – Fluent