

Johannes Lindqvist

Senior 3D Artist / Generalist | Viz Guru

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PROFILE

3D artist and generalist based in Southern Sweden, with a long track record in commercial CGI, product and interior visualization, and digital product development. Specialized in photorealistic lighting, shading and rendering, with a strong eye for composition, materials and atmosphere. Combines hands-on image making with technical problem-solving and workflow development, and has taught artists internationally through conference talks and his own online education platform.

EXPERIENCE

Freelance work under Viz Guru has run alongside employment; overlapping dates are shown as they are.

3D Artist · Engage Studios AB, Gothenburg, Sweden Sep 2024 – Dec 2026

- Create commercial CGI with a focus on lighting, materials, rendering and final image quality.
- Contribute technical problem-solving and workflow improvements within a collaborative production team.
- Built an automated, high-volume product rendering pipeline (3ds Max, Corona, render farm).
- Furniture and interior product CGI for clients including IKEA, RH (Restoration Hardware) and Article.

3D Developer (contract) · IKEA of Sweden Aug 2022 – Mar 2025

- Part of the Virtual Product initiative, helping furniture designers and mechanical engineers explore and prototype new products digitally. Overlaps with Engage Studios from Sep 2024.
- Built 3D templates that let non-3D specialists use advanced 3D techniques; explored photogrammetry for remote collaboration with rattan suppliers, CLO for reverse-engineering soft toys, and animated assembly instructions.

Freelance 3D Artist · Independent / Viz Guru 2011 – Present

- Commercial CGI and product visualization delivered through own company, alongside employed roles.
- **Past clients:** Logitech, Electrolux, OTTO, H&M Home, Geely / Zeekr, Ballingslöv, HTH, Marbodol, String and US start-ups.

Founding Visualization Artist · StageGlass Inc., Menlo Park, USA 2021 – 2022

- Visualization and art direction for a start-up building full-CGI virtual staging for real estate; helped develop automation of the render-creation process.
- Created visual material for investor presentations that helped secure US\$13M in investment.

3D Artist · Campaign Inc. (Campaign Living), San Francisco, USA 2016 – 2019

- Responsible for all digital marketing imagery for a venture-backed furniture start-up, including texture scanning of materials.

3D Lead Artist · Creative Army AB, Kristianstad, Sweden 2014 – 2017

- First 3D artist at the company; established its 3D workflows and technical setup as it expanded into 3D production.

3D Artist · IKEA Communications AB, Älmhult, Sweden 2008 – 2009, 2011 – 2014

- Photorealistic 3D imagery for IKEA's catalogue and communication, as the in-house 3D team grew from about 5 to more than 50 people.
- Part of the team behind IKEA's shift from catalogue photography to CGI, covered by The Wall Street Journal (2012).

VENTURES

- Co-founder, 3D Artist** · Verity Capture AB / Texture Supply 2020 – Present
- Co-founded the venture to develop a texture-scanning solution for material capture; the company also delivered CGI for clients including Electrolux and H&M, growing from two to seven people.
 - Designed and built own texture scanner; the concept started in San Francisco in 2018 while working with Campaign.
- Co-founder, 3D Artist** · Illusive Images, Sweden 2017 – 2021
- Two-person studio focused on photorealistic architectural and interior visualization.

EARLIER EXPERIENCE

- 2007 & 2008** 3D Artist Intern, IKEA Communications AB, Älmhult. Invited for school internships in a 3D team of five.
- 2007 – 2008** 3D Teacher, John Bauergymnasiet, Hässleholm. Taught 3D to own class while enrolled as a student.

SKILLS & TOOLS

- Artistic** Lighting, shading, look development, photorealism, composition, product and interior visualization
- Technical** Workflow development, texture scanning, photogrammetry, automated rendering pipelines, scripting (MaxScript, Python)
- Core software** 3ds Max, FStorm, Corona, V-Ray / V-Ray GPU, Octane
- Supporting tools** Photoshop, After Effects, DaVinci Resolve, RizomUV, tyFlow, CLO / Marvelous Designer

SPEAKING, EDUCATION & INDUSTRY

- Oct 2025** World Visualization Fest, Warsaw · Workshop host
- 2024** Chaos Unboxed, Berlin · Speaker
- 2024** World Visualization Fest, Warsaw · Speaker
- 2022** 3D Symposium, Madrid · Closing speaker
- 2020** Architectural Visualization Network AW, Pustervik, Gothenburg · Guest lecturer
- 2018** Architectural Visualization Days, Gothenburg · Speaker
- 2017** State of Art Academy Day #8, Venice · Speaker, "FStorm gives power to freelancers"
- 2016** D2 Conferences, Vienna · Speaker
- Since 2016** Patreon: active education platform for 3D artists since 2016, with 400+ paying subscribers at its peak. Also self-published video courses, incl. a 20-hour FStorm interior course (2017).
- Software** Artist feedback, testing and workflow input for the teams behind FStorm, Octane, V-Ray GPU and Design Connected's Connector.

PUBLICATIONS & PRESS

- 2019** Featured artist in Great Talks About Photo Realism by Bogdan Sasu.
- 2017** Interview, Human Alloy. Video tutorial Beginner's Guide to FStorm Render, published via Evermotion and CGTricks.
- 2015 – 2017** Ronen Bekerman blog: three-part series Unbiased GPU Rendering (2016) and a free window-corner scene for V-Ray, Corona and Octane (2015). Work featured on CG Vertex and in curated Behance galleries.

RECOGNITION & ENDORSEMENTS

- US O-1 visa** Twice approved for the US O-1 visa, granted to individuals with extraordinary ability or achievement: 2018 (valid Dec 2018 to Dec 2021) and 2022. Neither approval is current.
- Apple** Approached by Apple Industrial Design and flown to Cupertino twice for interviews.
- "Mr. Lindqvist's remarkable talent is evident in his renderings. Not only in the exceptional level of detail, but also in how he captures light and shadow and depicts the weight and texture of fabric."* Jules Urbach, CEO and Founder of OTOY (letter, 2018)
- "Mr. Lindqvist builds reality through his art, creating images that are indistinguishable from the highest quality photography."* Martin Enthed, IKEA Digital Lab and D.O IT Manager, IKEA Communications AB (letter, 2018)