

ABOUT

I'm a Senior Visual Designer and Art Director with a focus on concept development and visual direction. A hands-on creative, able to take projects through from idea to implementation. I thrive in integrated environments, where creative and technical talent work together and push to reach the best possible and innovative solution.

I've worked in the digital arena for almost 10 years; with valuable experience gained in some of London's and New York's top design & advertising agencies. In 2009, I decided to take a short break from the commercial work to attend the Interactive Art Director program at Hyper Island in Sweden. Building on my existing knowledge and experience.

WORK EXPERIENCE

Art Director/Senior Visual Designer, R/GA NYC, Freelance & Perm, New York
(Feb 2011 – April 2011 & Sept 2011 - current)

Worked on pitches for Smirnoff, Nike and Master Card. Current fulltime position on MasterCard.

Art Director, BBH London, Freelance, London (May 2011 – Aug 2011)

Worked together with a copywriter on developing a communication strategy for ASOS.com

Digital Creative, Your Majesty, New York (April 2010 – January 2011)

Working as an all-round digital creative on varied projects from concept to design and motion graphics.

Designer, AKQA London, Freelance, London (Oct - Dec 2007, July 2009)

Designer on campaign microsites for xBox and Orange Mobile and Sky.com portal, Heineken

Various shorter projects, Freelance, London (Feb 2009 - June 2009)

Mediacom, Chemistry Digital, Turner CNN, Kodu Digital, Addiction TV, Blue Barracuda

Designer, Zone/MPH, Freelance, London (Nov 2008 - Dec 2008 & Feb 2009)

Lead design on Albert Bartlett website launch and flash design on New Look Sprint 09 campaign

Designer, Big Kid Digital, Freelance, London (Oct 2008)

Designer on BBC campaign sites

Designer/Flash Designer, The Grand Union, Freelance, London (Feb - March 2008 & Aug 2008)

Flash design & animation for ASK.com banner campaigns for and lead design on the Boots No7 re-design

Flash Designer, Dare Digital, Freelance, London (Oct 2007)

Flash design & animation on banner campaigns for Sony Vaio, Vodafone and Barclays

Designer, Tequila London, Freelance, London (Sept 2007)

Lead designer on EON campaign microsite and Flash Designer on Canon banner campaigns

Flash Designer, Ogilvy Interactive, Permanent, London (Sept 2006 - Aug 2007)

Working as a hybrid designer/developer focusing on animation with code and best practise flash design, had the privilege to delve deeper into actionsripting under the supervision of the Head of Flash, while keeping a firm grip on my design skills. I was involved on microsites and banner campaigns, working with creative teams and turning good ideas to great digital solutions.

Clients: IBM, Cisco, Amex, Unilever, BP, Cancer Research UK, GSK, HBOS

Web Designer, Complinet, Permanent, London (Feb 2005 - August 2006)

Employed as a web designer with front-end skills, I was involved in projects from brief to implementation. Designing & coding front end HTML for branded microsites & banners, email campaigns & CMS templates and overseeing work from junior members of staff. I worked with the technical team to create solutions adapting usability and accessibility standards. Main achievements included re-branding the companies visual identity and developing front-end coding standards and implementing advanced CSS2 across all our projects. Clients: BP, Morgan Stanley, GE, Amex

Designer, Sense, Permanent, London (Oct 2003 - Jan 2005)

Part of a small design agency team specialising in brand strategy, identity, design & Creative Direction. Responsibilities included creating graphics for broadcast purposes, designing logos, branding corporate events, graphic design and visualize, storyboard and implement ideas for animation & web from brief, guardian of the company visual identity. Design and build the company intranet. Clients: TescoTV, The Mall, BMW, Jaguar

Experience up to 2006

Bonnie and Clyde, Microsite design and build in Flash for fashion boutique (2006)

Maylai Fashion, Microsite design and build in Flash for lingerie label (2004)

Manush Design, Microsite design and build in Flash for fashion designer (2004)

Cave Montgomery/Pod1, Freelance Flash Designer in Creative Agency (2001)

Digit Magazine, Freelance production of monthly CD cover disk for a UK digital creative magazine (2001)

Misha Milovanovich, Assistant to Fashion Creative Director (2000)

EDUCATION

Interactive Art Director Hyper Island, Stockholm (2009 – 2010)

BA Fashion Design and Illustration Middlesex University, London (1997 – 2000)

BTEC Foundation Fashion Design&Illustration London College of Fashion, London (1996 – 1997)

Tailoring Techniques St Görans Gymnasium, Sweden (1995 –1996)

Foundation Pattern Cutting Folkuniversitet, Sweden (1994 –1995)

Art Foundation International Art School, Sweden (1993 –1994)

Studies in Economics Tensta Gymnasium, Sweden (1990 – 1993)

TRAINING

Understanding Group Dynamics & Leadership 5 days, Hyper Island, Stockholm (2009)

Flash 8 & ActionScript 2 3Day Custom Course, Corps, London (2006)

Professional CSS2 techniques with Eric Meyers 1 Day, Carson Workshops, London (2006)

Advanced CSS2 techniques with Robert Fulch 1 Day, Carson Workshops, London (2006)

AJAX 1Day, Carson Workshops, London (2005)

InDesign 1Day, Corps, London (2005)

XML & XSLT 2Days Custom Course, Corps, London (2005)

SKILLS

Adobe Creative Suit (After Effects, Flash, Dreamweaver, Illustrator, Fireworks, Photoshop)

CSS2 (advanced) & hand coding HTML, XML (very basic)

AS 1&2 (intermediate), Fuse Animation Toolkit (basic), MC Tween (basic)

Media platforms EyeBlaster, DartMotif & TangoZebra (good comprehension)

Mac & Windows platform

Illustration, Flash Animation, Motion Graphics, Art Direction

REFERENCES AVAILABLE ON REQUEST