



Hello.

I'm a creative UX designer / coder / leader.

I make videos, wireframes and prototypes.

Throughout my career I have been driven to make things better from an emotional, human perspective.

Thanks.

Freelancer, Oddpixel Ltd

May 2007 - Present (10+ years) London, UK

- UX / UI design, personas and journeys.
- CRM research, wireframes, videos and interactive prototypes.
- High end 3D graphics and code for video and digital.
- Lead multidisciplinary teams and freelancers.
- Advise clients on tech, risk and strategy.
- Client facing and costing.

Key projects:

Intel TV hardware box (UX / UI / Videos / Prototypes)

Skype video event platform (UX / UI / Videos / Prototypes)

Victoria Beckham fashion portal (UX / UI / Videos / Prototypes)

Recent clients: Essential phone, Merck, Belvedere Vodka, Benetton, Next, Bryan Adams, Penfold, Playstation, Intel and Skype.

Selected work: Benson&Hedges, Vogue, Swatch, Glenfiddich, Always, Galaxy, Nescafe, Sky, Orange, Legal&General, Pfizer, Pedigree, Colgate, Mars, Halifax, HSBC, Android, RollsRoyce, Lexus and Volvo.

3D Design director, Joshua G2 (WPP / Grey)

Mar 2005 - Apr 2007 (2 years 2 months) London, UK

- Lead freelancers and junior 3d designers.
- Advise client managers on risk, up-sell and strategy.
- Project management and costing.
- Client facing.

Selected work: Masterfoods, Aquafresh, Pedigree, Galaxy, Cobra beer, Kent, Lucky Strike, Dunhill, Pringles, Continental, PostOffice, Nokia.

Director, Oddpixel Sweden

Jun 2001 - Jan 2005 (3 years 8 months) Malmo, Sweden

3d, code, video for clients in Sweden, Germany and the U.S.

Selected work: GroundControl2 (massive entertainment), Cap Gemini, Budweiser, Coors, Helicor NY, Wonderfalls (Twentieth Century Fox), Shattered Glass (Lion Gate films), Monalisa Smile (Revolution studios)

Head of 3D and compositing, Malamute AB

Nov 1999 - May 2001 (1 year 7 months) Malmo, SE

- Lead a team of eight 3d and compositing artists.
- Made extensive 3d work and compositing.
- Direct and innovate game engine R&D.
- Design and build in-house automation tools.
- Re-built the entire company content process and pipeline.
- Define and manage timelines and deadlines.
- Streamline inter-department communication.

Selected work: Bamse the game, Zelenghorn the game.

Freelancer

Feb 1996 - Nov 1999 (3 years 10 months) Malmo, SE

3d graphics, code, video and hardware consultant.

Selected work: Cinema graphics and hardware, Swedish Film Industry. Designed video training software, 2+ hour content and 3d for XOR AB Cut/graded a pop video "Birds in cages" for Eggstone (Vibrafon records)



Interpersonal skills

- Leading and coaching ●●●●● expert
- Leading upwards ●●●●● advanced
- Client facing ●●●●● advanced
- Presentation ●●●●● advanced

Product design

- UI / UX ●●●●● expert
- Use cases / Personas ●●●●● expert
- Research tech & trends ●●●●● advanced
- Wireframes and sketches ●●●●● advanced
- Adobe Experience / Axure ●●●●● basic

2D graphics & audio

- Adobe Photoshop ●●●●● expert
- Sketch & Illustrator ●●●●● advanced
- Adobe Audition ●●●●● advanced
- Ableton Live ●●●●● basic

Project flow / languages

- Agile scrum ●●●●● expert
- Waterfall ●●●●● basic
- English ●●●●● expert
- Swedish ●●●●● expert

Prototyping code

- Javascript ●●●●● expert
- Greensock ●●●●● advanced
- ThreeJS ●●●●● advanced
- CSS ●●●●● basic
- Amazon AWS ●●●●● basic

3D graphics

- 3DS Max + VRay + Corona ●●●●● expert
- Rhinoceros 3D + Grasshopper ●●●●● advanced
- Scanect + Structure 3D scan ●●●●● advanced
- Meshlab ●●●●● basic
- Solidworks ●●●●● basic

Documentation

- Google sheets ●●●●● expert
- Keynote, Slides, Docs ●●●●● advanced
- Wireframes and sketches ●●●●● advanced

Prototyping hardware

- 3D printing ●●●●● expert
- Eyewear & lens design ●●●●● advanced
- Technical CAD drawings ●●●●● advanced
- Arduino, ESP8266/32, Spark ●●●●● basic
- Metal casting & CNC ●●●●● basic

Video / Compositing

- Adobe AfterEffects ●●●●● expert
- Adobe MediaEncoder ●●●●● expert
- BlackMagic Fusion ●●●●● basic