

# **THE CURRICULUM - VITAE**

*by* MIKAEL FAGER

Visual Designer with a passion for design; necessitating an eye for detail and strong project management skills. With over 15 years of commercial experience, cemented creativity, digital skills and strategic thinking qualities through an impressive academic background. Quick to grasp new ideas and concepts while identifying innovative and creative solutions, utilising exceptional interpersonal skills and communicative abilities to build positive and lasting relationships with clients - analysing and delineating their design requirements. Culturally-astute, with international experience spanning 14 years of working in London, UK and Australia and Sweden; speaks fluent Swedish and English. Enjoys maintaining awareness of new and emerging technologies and whose competencies include:

- Visual Design
- UX/UI
- Art Direction
- Branding
- Conceptual Design
- Animation
- Video
- Team Collaboration/Leadership
- Analytical Thinking
- Complex Problem Solving
- Project Management
- Relationship Building
- Organisation and Planning
- Agile and Remote Working

# PROFESSIONAL EXPERIENCE

**Cartina Tech & Design, Senior Visual Designer Consultant, Stockholm, Apr 2021 - Present**  
Consultant for various clients; UX/UI Designer for The Swedish Research Council where I worked with their Register Utiliser Tool (RUT) to create new features such as the ability to find correlations between registers. For one of the largest sportswear and shoe manufacturer I was responsible for the UX and UI for the on-boarding of their loyalty program in their app

**Colive, Lead UX/UI, Stockholm, Nov 2019 - Feb 2021**

A proptech start-up business that offers smart flatsharing to young adults, where we have created an instant and pure digitalised letting process. Colive is also developing a platform to manage all tenants, houses and flats as well as an app for the tenants to operate their household digitally and to engage with their community. The role entails the overall UX/UI for all projects

**Stormfors, Art Director, Part time freelance, Stockholm, Oct 2019 - Dec 2019**

Design of webpages, PPT presentations, print, branding and infographics for B2B clients such as Net Nordic, IFenix and Cross Key

**Digital New Agency, Art Director, Stockholm, Aug 2018 - Sep 2019**

The sole Art Director responsible for all the agencies clients and inhouse start-ups. Work varies from digital, UX/UI, OOH, print, video, photography, branding, holding workshops, managing projects and liaison with stakeholders

**Freelance, Art Director, UX/UI, Projects, Dec 2017 - June 2018**

Responsible for projects such as UX/UI, social, strategy and branding for a broad variety of clients

**Nvidia, Designer, UX/UI, Print, Events, Contract, Reading, Sep 2017 - Oct 2017**

Designing across all Nvidia's brands such as Geforce and Shield TV. Projects varied from UX/UI design of an external shopping portal and design of events collateral such as walls, posters, TV screens and branding

**Freelance, Art Director, UX/UI, Projects, Dec 2016 - June 2017**

Creative direction of an extensive project for a corporate training firm - Coolins Training & Consultancy. Project included brand identity and brand guidelines as well as UX and UI design of responsive website

**Sunbets, Digital Designer, London, June 2016 - May 2017**

Sunbets, a collaboration between The Sun and Tabcorp, is a recently launched betting company. Worked as the first digital designer in this start-up business. Roles included: the formation of guidelines and procedures, and the brand development of the sport and casino brands

**Jacob Bailey, Digital Designer, Contract, London, May 2016**

UI design projects for brands such as Otis, Policy in Practice, and Abellio Greater Anglia - where I redesigned the entire destination section

**Freelance, Art Director, UX/UI, Projects, March - April 2016**

Rebranding of a Spanish restaurant including the design of logo and responsive website. Full ownership of projects from marketing ideas, visual mocks to final products

**Teads, Digital Designer, Contract, London, May 2014 - December 2015**

Responsible for creative ideas and concepts for digital campaigns for world renowned brands in all sectors. A few brands to mention are Sony Entertainment, Bombay Sapphire, British Airways, Disney, Dr Martens, Samsung, Audi and Barclays. Also responsible for all pitches, several of which were successful as well as the design of rich media units for desktop and mobile

**Hixville, Digital Designer, Contract, London, May 2014**

Design of rich media banners for the Disney film Maleficent

**AML, JWT, Havas Media, Open Agency, TKMaxx, Digital Designer, Contracts, March - April 2014**

Motion and Flash banner design

**Redhouse Lane Communications, Graphic Designer, Contract, London, February 2014**

Design and layout of Coca Cola magazine

**TAG Worldwide, Digital Designer, Contract, London, November - December 2013**

Working with accounts for Acer and Google Android

**Hogarth Worldwide, Senior/Lead Digital Designer, Contract, London, May - October 2013**

Helped to set up and form a new in-house team at Betfair. Role included the formation of guidelines and procedures, project management, creative direction and management of designers, and design of banners, landing pages, newsletters and Flash banners

**Redhouse Lane Communications, Graphic Designer, Contract, London, May 2013**

Design and layout of Coca Cola magazine

**Pokerstars, Digital Designer, Contract, London, November 2012 - May 2013**

Design and production of conceptual pan regional banner campaigns

**Home Learning College, Digital Designer, Contract, London, April 2012 - October 2012**

Designed e-newsletters, Flash banners, landing pages and conceptual campaigns

**Clinic and Tangible, Digital Designer, Contract, London, March 2012**

Created a Flash banner campaign for Madame Tussauds and email for Barclays Bank

**Fantastic Thinking, Flash Producer, Contract, London, February 2012**

Animated Flash banner campaign for MTV

**Flight Centre, Digital Designer, Contract, London, August - December 2011**

Design of e-newsletters, banners and microsites from inception to implementation across all Flight Centre brands, in collaboration with marketing staff

**Lime Creative, Digital Designer, Contract, London, July - August 2011**

Design of e-newsletters and Flash banner campaigns for Small Luxury Hotels

**Quick Thinking, Digital Designer, Contract, London, February - June 2011**

Sole Digital Designer; liaised with B2B clients in the management of digital designs, including e-newsletters, Flash banners, video editing and traditional print

Wallop Design, Digital Designer, London, November 2010 - January 2011

Liaised with clients, such as Olympus and Cash Converters, in the support of digital design and print advertising functions

STA Travel, Online Designer, London, January 2008 - October 2010

Managed digital designs for the UK market and Sweden as well as print designs and brainstorming and creating national campaigns while overseeing freelance and junior designers

## PREVIOUS POSITION HIGHLIGHTS

- Team leader in an IT-support team consisting of seven people placed at Volvo (1998). Role included managing the team in meeting their goals and responsibilities towards the client
- Responsible for all visual communications as sole Graphic Designer at DFD Advertising, London (2007)
- Played an integral role in the management of web, print and video for corporate clients as Graphic Designer at KeyDesignz in Brisbane as part of an internship (2006)
- Helped and assisted first and second year graphic design students at the University of Sunshine Coast in their assignments (2006); showcased impressive technical awareness, coupled with strong interpersonal communication skills

## EARLY CAREER SUMMARY

Graphic Designer, advertising (placement), ProdAction Reklam AB  
Campaign worker, the EU and Euro benefits, Sverige i Europa  
IT consultant / support / teamleader, Webland / ICL Gothenburg  
Computer technician, Poolia, IBM, Förenings sparbanken  
IT teacher, Hogia Institutet / ABF/ Komvux  
Probation officer, treatment of offenders  
Military service, noncommissioned Officer in Northern Sweden

## ACADEMIC ACHIEVEMENTS

BA Computer based Art and Design, minor in Communication (Advertising and Journalism)  
University of Sunshine Coast, Australia

Diploma in Graphic Design and Multimedia  
Martin College, Brisbane, Australia

Human - Computer Interface (UX)  
University of Trollhättan

## SKILLS

Photoshop / Illustrator / Animate / InDesign / After Effects / Premier / Audition / Figma  
Balsamiq / Sketch / InVision / Axure / Conceptual Design / Advertising / Branding / Strategy  
Social Media / Typography / UX / UI / Motion / Problem Solving / Storytelling / Basic HTML  
Print Ready PDF / Video