

# Anders Blom

Product & UI Designer  
www.andersblom.dk  
www.dribbble.com/andersblom

Buffalo, NY  
anders@andersblom.dk  
+1 (716) 467-5909

## EXPERIENCE

### **Jun 2014 – Aug 2017: Multimedia & Web Designer, RED INK A/S (Agency) – Odense, Denmark**

Improving the online presence of various clients like LEGOLAND Billund Resort, Universal Robots, Visit Sweden, and many others.

- Designed user-friendly responsive websites, interfaces, prototypes and applications using Sketch, Invision and the entire Adobe Suite.
- Ensured quality in early-stage design decisions with user research, user stories, wireframes, low fidelity prototyping and design iterating.
- Mentored seven interns/apprentices with a wide range of backgrounds.

### **Mar 2013 – Jun 2014: Multimedia Designer, SecPro Security – Kolding, Denmark**

Strengthened the online platforms of four subsidiaries to SecPro + various B2B clients.

- Crafted immersive products, landing pages and improved existing ones for the company and their B2B clients.
- Developed web solutions using HTML, CSS, JavaScript/jQuery, WordPress and Google Analytics.
- Launched a new product line of alarm components online on behalf of more than physical 100 stores.

### **Sep 2010 – Aug 2012: Graphic Designer, F. Engel K/S – Haderslev, Denmark**

Crafted print and web material for Danish and European B2B clients.

- Increased conversion of buyers through print and web material for Danish and international clients.
- Created landing pages, Marketing emails, Social Media assets, E-Magazines, online price-lists, and much more.
- Established a strict, easily searchable project history system that reduced history-lookup time waste drastically.

## EDUCATION

### **2012 - 2014 – AP Degree, Multimedia design and communication, Nordic Multimedia Academy**

Specialized in web/app design and development. Advanced insights into color, typography and design aesthetics.

### **2008 - 2012 – Media Graphics Designer, HANSENBERG**

Theoretical and practical experience with advanced typography, color, design principles, and methods.

## TECHNICAL SKILLS

### **Strong**

Color, Typography, Wireframing, User stories, Sketch, Full Adobe Creative Suite, InvisionApp,, Mobile / Responsive design, iOS Design, Material Design, advanced knowledge of HTML, Sass/SCSS, JavaScript (jQuery, React, NodeJS).

### **Knowledgeable**

Framer, Principle, Facebook Origami, Adobe After Effects and Premier Pro.