

Anders Blom

Product & UI Designer
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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.