Anders Blom
Product & UI Designer

anders@andersblom.dk
www.andersblom.dk

Experience

2014 - 2017 | RED INK A/S
Multimedia Designer & Front-end Developer

Agency - spent 3.5 years improving the online presence through design and development according to business needs for various clients like LEGOLAND Billund Resort, Universal Robots, Danish Diabetes Academy 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.
- Oversaw front-end performance optimization of 30+ websites and web applications - small, medium and large.
- Established consistency from external development partners on sub-contracted projects for front-end and back-end.
- Kickstarted the careers of seven different apprentices and interns, serving as their mentor in both design and development.
- Developed quick web-based prototypes of various products using HTML, CSS and JavaScript.

2013-2014 | SECPRO SECURITY
Multimedia Designer & Front-end Developer

In-house - improved the online presence of four subsidiaries to SecPro + B2B clients.

- Crafted immersive web products, landing pages and improved existing ones for the company and their B2B clients.
- Daily use of HTML, CSS, JavaScript/jQuery, WordPress, Joomla CMS and the entire Adobe Suite.
- Ensured business-needs aligned with all web platform's results with Google Analytics and continuous iterations and integrations of improvements.
- Launched a new product line of alarm components online on behalf of more than 100 stores.

2010-2012 | F. ENGEL K/S
Media Graphics Designer

In-house - crafted print and web material for Danish and European B2B clients.

- Increased conversion of buyers through web material for Danish and international clients. Landing pages, E-mails, Social Media assets, E-Magazines, Price-lists, and much more.
- Reduced time wasted by sales personnel providing material, assets, and information of hundreds of products drastically, serving as an internal source of this.
- Established a strict, easily searchable project history system that helped us keep track of ongoing/archived projects, reducing time wasted looking in the wrong places.

Education

2012 - 2014 | NORDIC MULTIMEDIA ACADEMY
Multimedia Designer

Specialized in web design and development.

2008 - 2012 | HANSENBERG
Media Graphics Designer

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

Skills

Wireframing, User stories, Sketch, Adobe Photoshop, Illustrator, Indesign, XD, Edge Animate, Prototying (Invision), Mobile / Responsive, Google Web Designer. Advanced knowledge of HTML, CSS, JavaScript (jQuery, React, NodeJS).

Basic knowledge of Principle and Facebook Origami, Adobe After Effects and Premier Pro.