

# Anders Blom

Front-End Developer & Product Designer



I've been designing and building web-products since I was 12 years old. Today, I still feel that urge to tinker with things, and every day I chase that rewarding feeling of trying out something new, and succeed. I'm passionate about what I do and I love seeing the effect of my work. I am good at working independently and in teams.

## Experience

**2014 - 2017**

**RED INK A/S**

Danish advertisement agency

Spent 3.5 years designing and developing user experiences according to business needs for various clients like LEGOLAND Billund Resort, Universal Robots, Danish Diabetes Academy and many more. During these years I also mentored 7 different interns/apprentices with mixed levels of experience/knowledge.

- Designed responsive websites, interfaces, prototypes and applications using Sketch, Invision and the entire Adobe Suite. Worked waterfall and SCRUM methodologies in small fast-paced teams.

- Took part in early stage design decisions doing user research, user stories, wireframes, low fidelity prototyping and design iterating.
- Developed quick web-based prototypes of various products using HTML, CSS and JavaScript.
- Developed full website/application-solutions using HTML, CSS, JavaScript, jQuery, React, NodeJS, REST API's, Git & GitHub/Bitbucket, WordPress, Webpack & Gulp.
- Maintained and improved already existing digital products using the technologies mentioned above.
- Did Front-end performance optimizations and SEO practice implementations, and kept tabs on these using Google Analytics (set up, reporting, custom dashboards)
- Did developer handoffs on sub-contracted projects for front-end and back-end.

**2013-2014**

**SECPRO SECURITY**

Danish security systems business

While studying my AP Degree in Multimedia Design & Communication, I worked at SecPro as their sole in-house designer/web responsible person, for all 4 companies they are involved in. Developing new products and maintaining existing ones for the company and for B2B clients.

- Designed responsive websites and landingpages using the Adobe Suite based on various business needs.
- Developed websites and landingpages from scratch using HTML, CSS, JavaScript/jQuery, WordPress and Joomla CMS
- Site performance analysis using Google Analytics.
- Designed and produced the company's annual product magazine.

## **2010-2012**

### **F. ENGEL K/S**

#### Danish workwear company

Spent 2.5 years of my Media Graphics Designer education as an apprentice in the Marketing department of F. Engel working on print and web material for Danish and various European B2B clients. Had a lot of exposure to good design practices, and quickly ended up teaching some tricks of my own.

- Designed various web and print material for danish and international clients. Landingpages, E-mails, Social Media assets, Magazines, Price-lists, Trade fair material, and much more.
- Designed an internal website allowing different departments to order product samples for work & private usage.
- Supported the sales division with materials, assets and information on hundreds of different products.
- Developed a strict project history system that helped us keep track of ongoing/archived projects.

## Education

### **2012 - 2014**

#### Multimedia Designer

#### Nordic Multimedia Academy, Kolding, Denmark

As a part of the Multimedia Designer Programme you are taught various aspects of what you can do with design. From advanced design principles, to programming, to the business and communication aspects of what it means to be a designer. During this time I really got a taste for advanced Front-end web development with JavaScript.

### **2008 - 2012**

#### Media Graphics Designer

#### HANSENBERG, Kolding, Denmark

At the Media Graphics Designer programme at HANSENBERG i got introduced to the world of professional graphic design. Having spent ~4 years playing around in Photoshop and Dreamweaver at this point already, I gained a lot of knowledge about typography, colors, advanced design techniques, and giving design products purpose, rather than just looking good because the designer said so.

# Skills



## Code

HTML, (S)CSS, React, NodeJS/Express, jQuery, JavaScript ES6, REST API's, Git (GitHub & Bitbucket), Webpack, npm & Yarn, Wordpress, Jade/Pug templating, Bootstrap & Foundation CSS Frameworks, Vagrant.

Basic knowledge of AngularJS, Unit testing, Socket.io, PHP, MySQL, Ubuntu LAMP-stack management.

I use Visual Studio Code as my editor, and have experience using WebStorm, PhpStorm, Atom, Brackets, Coda.



## Design

Wireframing, User stories, Sketch, Adobe Suite, Prototyping (Invision), Mobile / Responsive.

Basic knowledge of Principle and Facebook Origami.



## Professional

Able to work in a deadline-driven environment.

Able to handle own project load and prioritizing between multiple tasks.

Strong commitment to projects from idea sketches on a piece of paper to the launch of a finished product.

Able to talk, present and offer support to clients.

Good team player.

Good at listening to client wishes and needs, and turning these into a deliverable product.

Strong IT skills in both Mac and Windows.



## Personal

Strong people skills, passionate about design and development, friendly and easy-going person, easy learner.



## Language

Fluent in English, Danish (native), basic in written German.