Anders Blom

Front-End Developer & Product Designer

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Experience

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

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.

- 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.
- Oversaw and improved already existing digital products using the technologies mentioned above.
- 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.
- Optimized front-end performance of 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.

2013-2014 | SECPRO SECURITY | Multimedia Designer

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 integrations of improvements.
- Launched a new product line of alarm components online on behalf of more than 100 stores, leveraging Google Maps to find the store closest to the user for picking up their purchase.

2010-2012 | F. ENGEL K/S | Graphic 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.

Skills

Code

HTML, (S)CSS, React, NodeJS/Express, JavaScript ES6, REST API's, jQuery, 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, Docker, Ubuntu 14.04 and forward.

Visual Studio Code is my editor of choice, experience using WebStorm, PhpStorm, Atom, Brackets, Coda.

Design

Wireframing, User stories, Sketch, Adobe Photoshop, Illustrator, Indesign, XD, Edge Animate, Prototying (Invision), Mobile / Responsive, Google Web Designer.

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

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Education

2012 - 2014

Multimedia Designer, Nordic Multimedia Academy, Kolding, Denmark

Specialized in web design and development with advanced HTML, CSS, JavaScript and PHP.

2008 - 2012

Media Graphics Designer, HANSENBERG, Kolding, Denmark

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

Personal / professional skills

Able to work in a deadline-driven environment.

Able to handle own project load and prioritizing 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.