

CV

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KLAS

HOLMLUND

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I've been a computer nerd since before it was cool to be one.

I got started on a C-64 in 1984 and met my first Mac in 1991, and it was love at first sight. I love doodling. I always have. All of my school books were filled with little drawings in the margins and when i decided what i wanted to do for a living i thought, 'hey, if i could draw stuff and get paid to do it, that would be awesome!'. And it was.

From illustrator to computer animator. From 3D graphics to an ad agency taking baby steps into the new world of the Web. From a web geek to an Art Director proper. From there to a dot-com startup. On to a game designer. Taking a little detour to try being a copywriter. Back to Art Director. And then app designer.

Inspiration drives me. It has taken me cool places all my life.

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Summary

Senior Digital Art Director, application design and marketing specialist.
Age 39, married with 2 children. Worked at Grey and Ogilvy as well as freelance.
Extensive brand experience. Works well in a group. Known for thinking outside the box.

Experience

Freelance creative Stockholm, 2008-2011

Returning to freelancing, I decided I wanted to focus on a growing platform I happen to love. So I have been focusing on app design and development and app marketing. I have designed and published applications of my own for iPad and iPhone, and designed applications for iOS and Android for different types of clients.

Digital Art Director, Ogilvy One Stockholm, 2006-2008

At the same time I became a father, I returned to the world of advertising, this time for Ogilvy, where I worked as an Art Director specialising in digital media. I loved being back in a top tier agency, especially since I got to work with great clients such as DHL, Cisco and Kraft foods, with pan-european and global campaigns.

“Klas is one of the most creative souls I have met. Nothing is sacred for him, and the pace at which he generates ideas is unmatched.” **ANDERS KINBERG, MANAGING DIRECTOR, OGILVY ONE**

The Mighty Überlancer Stockholm, 2001-2006

I wanted to widen my horizons and work with new clients, and dipped my toes into the field of User Interface Design. This led to projects for SonyEricsson and Electronic Arts. I designed the menu system for Battlefield 2, which sold 4.5 million copies. I kept working with Art Directing and design in general, and among other things designed a website for Saltå Kvarn. Working as a Core Network Freelancer for Bodén & Co, I got to direct films, photoshoots and events for Ericsson. I also took a course in copywriting, thereby forever solving the problem of easily finding a talented Copywriter to work with.

Art Director, Grey Stockholm 1995-1999

I got to witness the birth of the dot-com era from the vantage point of one of the world's top international ad agencies. We defined digital media for clients like SAS and Procter & Gamble. Ahh, the Dot-Com Era. Standing on a yacht in the setting sun in San Francisco Bay, celebrating winning a multimedia competition with a crystal tumbler of Jim Beam on the rocks. Things like that.

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Education

BASIS Art College, Stockholm, 1993. CGI Design and 3d animation, Elite Imaging, California, 1996. Art Direction, Berghs School of Communication, 1997. Certified copywriter, Batteri, Stockholm, 2006.

Skills

Simply put, i learn whatever i need to express myself creatively. There is basically no field I have not or will not try*. I am an Art Director, designer, illustrator, user interface designer, filmmaker, photographer, 3D animator and copywriter. In the end, I have basically given up trying to label myself and just call my self a creative. Most of the time people know me as an Art Director, though.

Here are some skillsets defined:

Art Direction, digital campaigns

Since 1997 when becoming Art Director for the global Scania Trucks account at Grey, I've created digital campaigns for international and Swedish top brands, everything from small campaign sites, to branded games, to entire strategic pan-european campaigns.

Art Direction, concept design, user interface design, marketing, Applications

I love apps and have dove headfirst into this new fount of creativity. I love the idea of a platform that will allow you to fully express yourself and reach your clients digitally. The area of marketing apps is also extremely exciting. Here is a brand new channel with over 350000 apps published. The area of advertising for this new marketplace has got a lot of catching up to do.

Art Direction, healthcare marketing

Healthcare marketing presents its own ruleset and challenges, and i have experience in working with international healthcare clients at both Grey Healthcare and Ogilvy Healthworld.

Illustration, storyboard, concept visualization

Working as an Art Director and with a background as a watercolor artist, i am proficient in visualizing concepts, either my own, or that of other creative teams, in different levels of detail and illustrative styles.

Interface design

I have delivered Interface Design for online Flash-based tools and sites, as well as worked as Menu Designer for Electronic Arts / DICE game Battlefield 2.

Portfolio

<http://klas.holmlund.nu>

I've experimented with different ways to present myself and the width of disciplines i work in. I call it **pick-a-klas**, and you can take a look at the earlier version (a good old-fashioned flash site) or the current one (one of them modern blog-thingies) which has updated work and some other stuff.

Referrals

Please refer to the list at the bottom of this section for personal referrals. Here are a few selected text referrals:

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*) Microsoft Excel. I won't do that. No excel.

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"Klas is one of the most creative souls I have met. Nothing is sacred for him and the pace at which he generates ideas is unmatched.

Not only this though, Klas, due to his experience from running his own business, is no stranger to rolling up his sleeves and actually execute the ideas too.

If you want to challenge status quo and have a great co-worker who is very loyal in your team, hire him!" **Anders Kinberg, Managing Director, Ogilvy One**

"I had the pleasure of working with Klas Holmlund at Ogilvy One 2007-2009, as Klas' Creative Director. He impressed me with his never-ending curiosity, energy and inquisitive mind. He is a truly innovative and creative spirit who has an ability to sense trends as well as opportunities matching these with creative excellence." **Christina Knight, Creative Director, Ogilvy One**

Anders Kinberg, CEO Ogilvy One Stockholm

anders.kinberg[at]ogilvy.se

Christina Knight, Creative Director, Ogilvy One Stockholm

christina.knight[at]ogilvy.se

Joakim Bodén, CEO, Bodén & Co

joakim.boden[at]bodenco.se

Jamil Dawsari, Project Executive, DICE/Electronic Arts

jdawsari[at]ea.com

Jonas Björkberg, fmCEO, Grey Interactive Stockholm

jonbjo[at]mac.com

Robert Almén, fmCEO, Almén Direkt

robert[at]almen.se

Tord Elfwendahl, CEO, Elfwendahl & Co

tord.elfwendahl[at]elfco.se

Goals and ambitions

I want to do awesome stuff, and I want to have fun doing it.

I am very much a social animal, and want to have people around me to inspire and be inspired by. I am looking for a place that will let me be a creative driving force.

If you you are interested in knowing more, please don't hesitate to get in touch with me.

Klas Holmlund

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