

Cover letter + CV

INTRODUCTION

Daniel is a cross-functional designer with a focus on function and user experience. He started his career in furniture and interior design but soon developed a love to graphic and interaction design. Ever since he has been driven by the classic quote "form follows function". He makes things simple and understandable, with a mission to remove all unessential parts and retain the core and the key components of what he creates. Daniel has an ability to see small important details through his requirements gathering. Therefore, he is good in understanding needs, further explore and identifying patterns, both in terms of end user segmentation and within the development-team.

Daniel is good at independently leading projects with a team reporting to him, or working together with other UX persons and designers. He is usually one of the main gears in the team and works cross-disciplinary with them. Daniel has good social skills, as well as a great creative ability with a big experimentation desire. He has worked in all kind of teams and is well experienced with the working methods as Agile and Lean development. Daniel is a team player who ensures that everyone is contributing and is good at understanding different team roles. He is often a bridge between the developing team and the market team. Daniel is flexible and not afraid to take other roles if needed to push the project forward in the lack of resources.

During his nearly 15-year career in this business Daniel has worked with a wide range of disciplines. Including, web design, web promotion, editor, UX consultant, illustrator, photographer, app development etc. He has worked with both large and small customers and brands. As well as small and large projects and the list of brand experience is three-digit. In all, the projects have been everything between one day to several years.

In his spare time he likes to be in company of his sweetheart and family. Enjoying being out in the nature in great adventures. Devoted to music, both as a musician and also as sophisticated record collector and the whole culture surrounding it.

Enjoy working with his hands, building and repair things. It could be anything from building a kitchen to refurbish old bikes from the 30s and disassemble video-game consoles from the 90s.

He also likes to dig in the archives, improve their knowledge of cultural history and genealogical research on his family and others. Love playing badminton, exercise at the gym and he is a devoted "Turfare" that some months can get him to walk or bike many kilometers.

Five words that sum up Daniel: Positive, ambitious, flexible, responsible and humble.

KNOWLEDGE OVERVIEW

EXPERTISE

User Interface Design
User Experience Design
Web Development / Design
Mobile App. Dev. / Design
Project management
Graphic Design
Branding
Digital Design
Icon/logo design
Print Design
Typography
Photo
Information Design
Illustration
Social media
User support
Educator
Interior & Furniture Design
And more...

WORKING METHODS

Interviews
Workshop
Design Management
Personas
User Flows
Analytics
Mapping
Moodboards
Storyboards
Sketching
Wireframes
Mock-ups
Prototyping
Scaling
POC (Proof of Concept)
Usability Testings
A/B Tests
Etc.

TOOLS

Adobe CS (Photoshop, Illustrator etc.)
InVision
WordPress
Balsamiq
JIRA (and similar)
KanbanFlow
MS Office
And more...

WORK EXPERIENCE

2016 / ADDIVA AB

Interaction and UX designer / Art Director Consultant

UX and concept development of internal product. UX and concept development, web production and brand for the relaunch of a merged company.

ex. addTrack web-based monitoring system for service maintenance of trains. UX improvements for future release. Upnorth, product UX, web and brand.

2016 / CUMULA AB

Interaction and UX designer / Art Director

Concept visualisation and project management of two external app projects. Marketing material for the company as well as strategy and marketing materials for internal product.

ex. ProPass, development of a book app for beauty treatments in a franchise concept. eyeVR, conceptualization of a "YouTube" for streaming VR movie. Optima, marketing materials for the app.

2014 - 2016 / VIKINGEN FINANCIAL SOFTWARE AB

Game designer / Interaction and UX designer / Art Director

Hired consultant with project management role and UX / digital designer for the development and production of game idea to app. Strategy building for the launch of startup businesses and product. Market analysis, UX work, marketing materials, web, maintenance and support.

ex. Cumula, development and conceptualization of a gaming application based on trading shares. Cumula Optima, strategies, web and marketing materials for the brand and company. Vikingen Financial software AB, re-launch, building a e-shop platform, and rebranding of the product catalog to attract a new audience.

2013 - 2014 / ADEPRIMO AB (FORMER LEANBACK)

Art Director / Interaction and UX designer

Head of AD/UX for the product E-MAGIN: development, maintenance, support. Web-AD for WordPress project, Office interior Design. Educator.

ex. Development and strategies for Adeprimo's own product E-MAGIN. With focus on reengineering and further development of the application and mobile web version during these years. IDG, MittMedia and LRF Media branding of most of their magazine for the digital distribution for desktop and application design. LRF Media majority of web pages for their brands in WordPress (concept, template and design). Riksidrottsförbundet, digital user manuals.

2008 - 2013 LEANBACK (BECAME ADEPRIMO)

Art Director / Interaction and UX designer

Head of AD/UX for the product E-MAGIN: development, maintenance, support. Inhouse AD, Project Manager, Web Designer, Educator.

ex. Development and strategies for Leanback's own product E-MAGIN. With focus on reengineering for mobile web and desktop during these years. Västerås Stad, Västerås & Co, Vafab Miljö, several different websites. ICA, RUSTA, branding and distribution of the majority of their brands and magazines. Stjärnmakarna, Scania, Interflora, Siemens, adding interactive extras and digital re-branding of their printed materials. Tetra Pak, Walt Disney Home Entertainment, unique digital publications with a focus on interactivity and added content.

2002 - 2016 / D.E.SIGN

Self-employed: AD/UX-consultant / graphic design / photo

Large variation through the years! Everything from building websites, managing, strategies, web promotion, cinematographer, photographer, print design, identity branding, illustrator, magazine editor, AD/UX-consultant.

ex. Consultant at Leanback among other projects was editor, writer and AD for Soda magazine issued on behalf of SKL (Sveriges Kommuner och Landsting). My own costumers Kenzan Tours, Valsaren, Azing Sports, Cabato, web productions, company profile, product photography and marketing materials. Laleh, Subliminal Sounds, Silence Records, Dungen, web production and webmaster for several artists and labels. Gaffa, Slitz, Dagens Nyheter, Svenska Dagbladet, VF, some major newspapers which got my concert photos.

2003 - 2012 BOGGIEVOVVEN (THE SOUNDTRACK OF OUR LIVES)

Webmaster / web marketing / fotograher / graphic designer

Creative counterpart, responsible for the band's web communication, marketing, fan-building and digital design. Cover design, archiving, press photography, cinematography and still photography.

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English

ex. A bit of a handyman. Building web, editorial work and operation of the majority of websites, news reporting, reporter, promotions, concert footage, tour documentation, design of album covers, operating and start-up of the majority of social media, digital distribution of video and audio, fan club manager.

1999 - 2001 SUMMER JOBS AND ADDITIONAL JOBS IN THE CREATIVE SPHERE

Web designer / Illustrator / Exhibition Creator

Möbelguiden.se / Omander press / Länsstyrelsen Västmanland

EDUCATION

2015 USER EXPERIENCE (UX)/ GRÄNSSNITTDESIGN - BERGHS SCHOOL OF COMUNICATION

Ten-week course with admission application. Course Certificate. Did the course to get a certificate on my knowledge.

2001 - 2002 KICKSTARTPROGRAMMET - SIENCE PARK

Entrepreneur Program for one year, with the goal to develop entrepreneurial companies within the Science park profiling.

2001 - 2002 NYFÖRETAGARSKOLAN - EDUCTUS

Training in starting your own business, marketing, finance and strategy.

2000 - 2001 GRAFISK FORMGIVARE / IT-PRAKTIKER - AVENTUS

Self-designed educational plan for graphic designers and 3D illustrator, web and print. Basic IT training industry.

1998 - 2000 INTERIÖRDESIGN - NÄÄS KY-UTB. / HDK – HÖGSKOLAN FÖR DESIGN OCH KONSTHANTVERK

Advanced Vocational Education with goal to create the future of interior / furniture designer and contractors. With university courses from HDK (University of Design and Crafts) integrated into the education plan.

1995 - 1998 GYMNASIE (HIGH SCHOOL) ESTETISK: KONST OCH FORM - RUDBECKIANSKA GYMNASIET

Basic education in art and design.

ESSENTIAL

Very good computer skills since 1998 and worked with professional tools in illustration, graphic design, photography and web tools since 1999 and the mobile web and apps since in 2009.

Native Swedish, English very good understanding and good at speaking and writing. Has worked with a lot of clients in the Nordic countries and has a good understanding of written and spoken Norwegian and Danish. He has also worked for the German market and have knowledge of the language on primary level.

Have a B driving license with a good experience to run with trailer.

Have extensive experience of board work.

PORTFOLIO

A short version with snapshots from several projects. More material could be presented by request.

daniel.se/portfolio-short