

FREDRIK ANDERSSON

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EXPERIENCE

2010 - Marketing Manager & Art Director at Ogame

Interim Marketing & Communications Manager for B2B online poker provider Ogame. Key focus areas include rebranding, new marketing concept and launch of GSOP Live communication platform. Other responsibilities; sales and partner communication, team management and budget.

Art Director for rebranding, new marketing concept and web design

2008 - 2010 Graphic Designer at bwin

Lead Graphic Designer for Product Graphics at bwin.com. Overall emphasis on the poker product including platform presentation, software branding, marketing pages, banner concepts and execution, sign up and usability design. Responsibilities include: Task planning and co-ordination of graphic designers in the Product Graphics team in Stockholm.

2002 - 2008 Art Director at PokerRoom.com

Responsible for overall look and feel for PokerRoom.com. Provided feedback and support to graphic designers in Creative Team, the in-house agency. As Art Director in the Creative Team I was main point of contact for CRM, Marketing, SEO and Product departments. Leading and planning the creative work in a team of designers, copywriters and external agencies. Part of the user interaction group, a team of developers and usability experts ensuring a consistent user experience across the site.

The main trust of my AD role was: Global marketing campaigns for both print and web. Brand building and acquisition activities, website design, structure, interaction and content. Banners and web-tv spots, mobile phone interfaces, social community add-ons and affiliate advertising. Newsletters and email campaigns, events, business cards and stationery.

2002 - 2005 Art Director at Ogame

Ogame was the business side of PokerRoom. Designing corporate website, business cards, letterheads and annual report.

1999 - 2002 Web Designer at Liquid Light Digital Ltd

Designing and building web sites for a wide range of UK and international clients. Extensive work for Swiss Life, the largest life insurance company of Switzerland, Science Photo Library, leading stock image provider for science photos. Electric Tease, international artist and DJ. Other clients include BBC, Getty Images and Banca del Gottardo.

1998 Founder and designer at Eyedrop.

Web design agency

1997 3D modeler at Prosolvia

Modelling for Virtual Reality application

EDUCATION

2004 Berghs School of Communication

Brand Management. Intensive course -
To position and develop brands

2003 Berghs School of Communication

Print production. Intensive course.

1998 - 2000 PowerHouse

Digital Media Production, incl Web design, 3D, TV, Radio

1997 Trainee, Virtual Reality

Prosolvia Interactive.

1996-1997 Idévärlden

Virtual Reality simulation and 3D modelling.