



- OLOF JÖNNERSTIG
- +34 634 02 39 35
- CONTACT@OLOFDESIGN.COM
- WWW.OLOFDESIGN.COM

- CALLE DUERO CASA 10G
11315 SOTOGRANDE
CADIZ, SPAIN

Lead Creative Designer

WILLIAM HILL ONLINE // AUGUST 2009 - JULY 2010

After a year of freelancing for William Hill producing online marketing campaigns and web design work for them.

William Hill offered the position as Lead Creative Designer. A big part of the job was to guide a team of 5 designers creatively and to keep the overall branding consistent. During this time Olof has been involved in everything from the company's gaming and betting websites to the interior design of the office, the occasional print work, and even more online marketing campaigns.

Web Designer

PERFORM // MAY 2007 - JULY 2008

Perform is the leading provider of online TV and video on demand services for the sports and entertainment industries.

Olof worked on most of Perform's major clients and lead many projects from start to finish. These include 2008 redesigns of Chelsea FC and Newcastle United's websites. Olof has also worked on several pitches to gain new clients for the business, the most significant clients acquired was EMI, Racing UK TV, Setanta Sports and Virgin Media

Flash Designer

STEEL // MAY 2006 - JULY 2007

Olof worked at London based design agency Steel as a Flash designer. During his time at Steel he had been working with clients such as: Ladbrokes AOL, Microsoft Xbox, FHM, eBay, Lastminute.com, NHS, Debenhams's, Sea France and Channel Five. The projects have varied from online ad campaigns to viral micro sites but Olof was also involved in total redesigning of heavy content sites. For example Haven holidays, and Cannons gym.

Motion Graphics & Flash Designer

Minerva Productions // JUNE 2005 - MARCH 2006

Projects included Showcase DVD Interface for Minerva productions and animation sequences for number of their clients.

Occasional print based work was also required such as designs for DVD packages and Promotional material.

Recent Freelance Work

- JUL - 2009 William Hill Sports News website redesign and William Hill Skill Graphic update and redesign
- MAY - 2009 Perform: Pitch work for Mayor league soccer, consisted of wireframes and 2 homepage designs
- MAY - 2009 Perform: Concacaf.com Website redesign and Concacaf Champions League website redesign
- FEB - 2009 William Hill Bingo: design of various promotion campaigns throughout the spring of 2009
- JAN - 2009 Perform: Asian Youth Games 2009 - Web Design
- DEC - 2008 William Hill Bingo - Christmas Promotion
- SEP - 2008 Sweet cheery productions - Groovy bingo, Design of a gaming affiliate website
- AUG - 2008 Perform: EMI.com - Email newsletter design and build
- APR - 2007 AKQA: X-Box Live & MSN - Online Advertising Banners
- DEC - 2007 Gala Bingo: design and producing interactive flash Creatives
- MAY - 2007 Gala Bingo: design and online advertising banners
- MAY - 2007 Swordstream: identity and website design.

Awards

Sports Business

Chelseafc.com won The Ultimate Sports Websites Awards 2009.

Young Creative Network Awards.

Olof submission won and i came first place for the Tetra Pak brief.

The work i produced for them was Showcased at the awards exhibition and it is now in the YCN annual of 2006.

BA (hons) Graphic Design // SEPTEMBER 2002 - JULY 2005

2;1 University of Lincoln BA (Hons) Graphic Design – Interactive and screen based media

Media Production // SEPTEMBER 1999 - JULY 2002

Lötgymnasiet College(Stockholm Sweden) Media production – Advertising and Information

Icom DVD // JUNIOR DESIGNER INTERN // NOVEMBER 2001 - JANUARY 2002

Leading multimedia, web and DVD agency in Salvador Baiha Brazil. I designed and created DVD Interfaces,

animation sequences and DVD cases. I was also involved in the creation of promotional merchandise for Icom DVD such as t-shirts, caps, direct mailer envelopes and Christmas cards.

Skills & Capabilities

Software:

Excellent skills in Photoshop and Flash. Good skills in Illustrator, After Effects, Encore DVD, Dream weaver, In Design and I also have some knowledge in actions scripting, html and css skills.

Media Production Skills:

storyboarding, filming, film editing, sound editing, Animation and rotoscoping.

-For any references please feel free to get in touch with any of my former employers listed below, or if you require any futher information about me drop me a email and ill get in touch as soon as possible.

Thanks Olof Jönnerstig

Stuart Weston HEAD OF DESIGN AND DEVELOPMENT

William Hill Online
6 -8 waterport place
Gibraltar

+442084840800
stuart.weston@williamhill.com

Dan Mortimore HEAD OF DESIGN AT PERFORM

Shepherd's Bush Green,
London W12 8TX
United kingdom

+442084840800
dan.mortimore@performgroup.com

Nick Bennett CREATIVE DIRECTOR AT STEEL

521-525 Old York Road Wandsworth
London SW18 1TG
United kingdom

44(0)20 8871 2656
nick.bennett@steel-london.co.uk