



Magnus Enqvist

Experienced digital media art director with 14 years managing & delivering projects. I bring an ability to rapidly understand client needs and to design and shape creative solutions as demonstrated with customers in various industries. I have worked for clients within areas such as fashion, sportswear, furniture, technology, FMCG and communication.

www.magnusenqvist.com

PROFESSIONAL EXPERIENCE

Art Director
Starcom
jan 2014 – now

Digitas became an integrated part of Starcom and I continued to work with existing clients with execution of campaigns, web sites, films, outdoor print. Clients: Eniro, Fass, Car2Go, Spendrups, Nationella Strokekampanjen.

Art Director
Digitas
aug 2011 – jan 2014

Responsible for the concept, design, and execution of campaigns, web sites, films, outdoor print. Clients: Eniro, Synsam, Fass, Spendrups, Nationella Strokekampanjen, Stadium, Car2Go.

Art Director
HUGE
oct 2010 – mar 2011

Responsible for the concept, design, and execution of large scale web sites, e-commerce. Clients: italo, GHD hair.

Art Director
Grow
jan 2006 – oct 2010

Responsible for the concept, design, and execution of interactive projects including large scale web sites, e-commerce sites and online media campaigns. Clients: Helly Hansen, Konecranes, Atomic, Iittala, EF, Ramirent, Astrid Lindgren.

Art Director
Produced by Me
nov 2001 – dec 2005

As a self-employed freelance Art Director I worked with web design and more traditional graphic design. Clients: The Local Firm, Frontdesign, Lars Hall AB, Ark Travel.

Art Director
Moby Wireless Services AB
sep 2000 – nov 2001

Responsible for concept development, packaging, web design, sales pitches. Clients: Spray, Telia,



EDUCATION

University of Stockholm
Multimedia
Pedagogy/Technology
Bachelor of Science
fall 1997 – spring 2000

The degree consists of a 3 year interdisciplinary course of study which is rooted in the social sciences with a focus on new communication technology. The goal of the curriculum for the student is to develop both in theory and practice analytical and critical skills, regarding the production and use of digital media technology, while at the same time augmenting knowledge and understanding of the human being, as a creative and communicative individual within a socio-cultural context.

Miroi
Information & Multimedia
fall 1997

A course that gave a basic understanding of media and moving image, as well as more advanced skills in graphic arts.

Åsögymnasium
(adult education)
Multimedia / Internet
summer 1996

Summer course in web production. Basic Internet skills, html coding, graphics for the Web (Photoshop) etc.

NTI skolan
(the Nordic Technical Institute)
Desktop Publishing
spring 1995

A course in desktop publishing. Image and text processing, graphic design, media, various printing techniques, etc. With the programs Photoshop, Illustrator and PageMaker.

SKILLS

Software

Proficient in Adobe Creative Suite
(Fireworks/Photoshop/Illustrator/InDesign)
and good knowledge of Sketch from Bohemiancoding
Basic knowledge in After Effects, Premiere

Design

Sketching, storyboards, creative problem solving, prototyping,
user research.

Technology

A clear understanding of HTML / CSS to develop semantic websites. Also a good understanding of database driven solutions and possibilities with modern APIs.

Languages

Swedish, native tongue
English, fluent

CONTACT

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OTHER INTERESTS

Graphic Design, Film, Music, Technology, Cultures, Personalities.
Photography, 3D and Motion graphics. Checking out art galleries and museums with family and friends. Spending time outdoors in nature. Yoga, Squash and running.

REFERENCES

Will be made available upon request.