

Swedish Interaction Designer and Art Director. Crafting independently for 2 years after more than 5 years in studios; working with leading clients such as ESPN, Samsung, New Era, Farfetch, Chelsea FC, L'Oreal and Heineken et al. Driven by design systems and new forms of visual languages, I currently design remotely and/or on location cross mediums with product and direction on a project basis from Berlin, previously in London, Paris, Stockholm.

## EXPERIENCE

### INDEPENDENT DESIGNER BERLIN, DE

August '15 - Present

As a consultant I work directly with clients with a focus on product- and brand direction; crafting interaction models and defining visual strategies for new and established businesses.

### HIATUS EUROPE & ASIA

In 2015 I took 6 months off to explore, learn and reflect.

### SENIOR DESIGNER AT BLACK PIXEL LONDON, UK/SEATTLE, US

July '13 - February '15

Black Pixel is a digital products agency focused on building mobile and web experiences that impact people and change industries. Together with their team of senior specialists, I designed and conceptualized cross-platform interfaces and brand experiences for different products and services, working primarily with ESPN and Inspirato.

My role also included leading junior designers, project scoping and collaborating directly with our clients.

### ART DIRECTOR/LEAD DESIGNER AT SOMEWHAT LONDON, UK

January '12 - July '13

Somewhat\_ is a digital creative agency with a strong focus on mobile solutions. My role was to lead and produce art direction and interaction design for interactive experiences, installations, digital campaigns and products. I also worked on translating existing and building new brand identities for these digital environments.

My role stretched from pitch to product, working and collaborating with clients, creative technologists and developers. My responsibilities also included scoping, creative concepting and managing design reviews for clients such as; Land Rover, New Era, O2, Shortlist and Stylist, Farfetch, Timberland and Samsung.

### DESIGNER AT HELLOHIKIMORI PARIS, FR

February '11 - January '12

My role as designer with Hellohikimori's team included creating interactive design, motion design, brand development, ux and ui design.

Some of our clients included Biotherm, Nespresso, L'Oreal, Orange, M6, Wieden + Kennedy, Western Union, Heineken, 180 Amsterdam, Coty, Cartier, McCann.

**INDEPENDENT DESIGNER** STOCKHOLM, SWE

January '10 - January '11

While and before doing my studies at Hyper Island I was freelancing with web, graphic and identity design for various international clients.

**DESIGN INTERN AT TEWONDER** STOCKHOLM, SWE

April '09

I had the wonderful opportunity to intern at the digital agency Tewonder during April 2009 to follow their work and play with icon and web design.

**LECTURES****LECTURES AT SPICED ACADEMY** CODING ACADEMY

July &amp; August '16 - Berlin, Germany

**LECTURE AT HYPER ISLAND** MOBILE APPLICATIONS CLASS

May '13 - Karlskrona, Sweden

**LECTURE & WORKSHOP AT OFFF 2012** POST-DIGITAL CULTURE FESTIVAL

May '13 - Barcelona, Spain

**GUEST LECTURER IN DIGITAL MEDIA** INT. ENGLISH SCHOOL

February '11 &amp; October '11 - Stockholm, Sweden

**LECTURE & WORKSHOP IN DIGITAL MEDIA** NACKADEMIN

October '11 - Stockholm, Sweden

**AWARDS****3OUNDER30** TOP 10 DESIGNERS/UX '14

Designer

**D&AD INTERACTION & INTERFACE DESIGN** IN BOOK '13

Offf App 2012, Designer

**THE FWA** MOBILE OF THE DAY '12

Offf App 2012, Designer

**THE FWA** MOBILE OF THE DAY '12

New Era Cube, Designer / Illustrator

**THE FWA** MOBILE OF THE DAY '11

Nespresso Lattissima+, Designer

**THE FWA** SITE OF THE DAY '11

The Walking Dead Promo Site, Designer / Animator

**BRONZE, CANNES LIONS** INTERACTIVE FILM '11

The 'Entrance' Interactive Video Campaign, Heineken, Designer

**ORGANISATIONS****IADAS** INTERNATIONAL ACADEMY OF DIGITAL ARTS AND SCIENCES

Associate Member

"The International Academy of Digital Arts and Sciences was founded in 1998 to help drive the creative, technical, and professional progress of the Internet and evolving forms of interactive media."

An international organization, The Academy selects the Nominees and Winners for The Webby Awards and The Lovie Awards, the leading honors for websites and individual achievement in technology and creativity. Presented by The Academy, The Webbys and The Lovies recognizes excellence in interactive creativity, establishing best practices on a yearly basis, and thus pushing the standards of web development continually higher.”

## EDUCATION

### **HYPER ISLAND'S SCHOOL OF NEW MEDIA PROFESSIONAL DEGREE**

August '10 - June '11

I graduated from Hyper Island summer of 2011 where I studied Design, Animation/ Storytelling, Leadership, Technology, Business, Team Development and Group Dynamics. During this time I had the opportunity to explore many different types of digital media, not only as a designer but as a creative problem solver and took with me great insights and methods that I now apply to my everyday work.

### **UGL UNDERSTANDING GROUP AND LEADER**

August '10

Understanding Group and Leader has been utilised as a basic leadership training within the Swedish Armed Forces for over 20 years. The overall objective of the training was to become a more effective group member, leader and/or trainer.

UGL provides you with training regarding how a group develops and matures over time, the happenings in a group during the course of its development and what behaviour and/or actions that promote or inhibit a constructive development.

## RECOMMENDATIONS

### **JON CARNEY CREATIVE PARTNER AT SOMEWHAT**

“Matilda is a designer, art director, and creative thinker who pushes herself hard to create true innovation in the digital space. She has the finest attention to detail and designs like an illustrator, and art directs like a visionary.

Built for the best, Matilda gets the next wave of digital/mobile better than almost all, and brings lovely old fashioned craft to modern digital communications. I highly recommend Matilda, we created some amazing work together at Somewhat , always pushing boundaries and importantly, it was always a pleasure.”

### **DAVID HOANG PRODUCT DESIGN LEAD AT ONE MEDICAL**

“Throughout my career, there have been few designers that come close to meeting the bar that Matilda sets. In addition to her amazing design talent, her work ethic and reliability is unrivaled. I can have her run with a project on her own or work on a group project. I know wherever I go with the rest of my career, I will take her with me.”

**DESIGN PRINCIPLES****INTERACTIVITY**

I work with narrative and interactivity in design of all forms to spark curiosity, emotion and a closer connection to it's viewers.

**AUTHENTICITY**

I collaborate closely with clients and strategists to develop a context and content founded design strategy. Creating tangible expressions and experiences, that energises the brand, engages users and stands out among the rest.

**FLEXIBILITY**

I believe in dynamic and transformative visual systems, that adapt and evolve for new and old channels, creating a more versatile and distinct identity.

**CLARITY**

I want to eliminate unnecessary distractions and friction from the experience, and give focus that leaves perpetual impact on ever expanding audience platforms.

**SKILLSET****LANGUAGES**

**Swedish** Native proficiency  
**English** Bilingual proficiency  
**German** Limited working proficiency

**CHARACTER**

Collaborative, Creative & Curious  
Passionate & Playful  
Intuitive Problem Solver  
Leader & Listener  
Warm & Enthusiastic

**SPECIALTIES**

Concept Development & Visual Strategy  
Information Architecture  
Interaction Design and Design Systems  
Animation & Illustration

**TOOLS & SOFTWARE**

Photoshop, Illustrator, Sketch  
InDesign, After Effects, C4d  
Basic CSS & HTML  
Rapid Prototyping & Sketching