



EXPERIENCE

HOLMDAL PETERSEN

Coordinated Graphic Design / Owner / 2005

- Delivered graphic solutions across multiple media
- Streamlined workflows and processes

Responsibilities

- Development, design, UI, and UX
- Implementation and project management
- Financial and client responsibility

PRINT

- Magazines, annual reports, identity, and information graphics

DIGITAL

- UI and UX for apps, websites, landing pages, and campaign sites
- Brand gamification
- Interactive magazines, advertisements, and social media campaigns
- Digital and web design, video, animation, and mixed media

Clients: DR, Bonnier, Aller, Gyldendal, Jyllands Posten, Berlingske Tidende, SN-medier, Børsen, Kræftens Bekæmpelse, Phillip Morris, AAU, Københavns Kommune, Frederiksberg Kommune, Sampension, CPH-lufthavn, Servicestyrelsen, Region Hovedstaden, Oticon, Eriksholm, OECD, and more.

Software: Adobe Cloud, Microsoft, SVG Creator

PACKAGING DESIGN

- Designed various types of non-food products
- Developed theme design and manuals, including Nettos Nord assortment and other themes
- Product photography, post-editing, and mock-up development

Clients: Netto, Salling, Ilva, and more

Software: Adobe Cloud, Microsoft

INPUT

Digital Media House / Partner and AD / 2012-2016

- Developed and created user-centered design (UI) for digital magazines and apps
- Established and managed teams and workflows for the production of digital magazines and websites
- Development, concept, design, implementation, video and animation production, daily management, client responsibility, financial and project management

Apps and Magazines: Input, Inshape, Grape, Stream, Elektronista, GoTraveling Int., Kontor og papir, TAP, and more

Clients: Interactive advertisements for major clients in the gadget, travel, wine, and sports equipment industries

Software: Adobe Cloud, Microsoft, Apple Developer, Android Developer Console, and WordPress

COWI

Leading Consulting Group / AD / 2008-2012

- Led, developed, and implemented corporate visual identity (CVI) globally
- Visualized the company’s vision and strategy, including image usage and creative direction
- Optimized graphic productions, including redesigning the customer magazine and developing information graphics

Responsibilities: Development, concept, identity, visual strategy, design, information graphics, implementation, and project management

Software: Adobe Cloud, Microsoft

ALLER MEDIA

Publishing Media House / AD’er / 2006-2008

- Fulfilled the role of Creative Director for magazines such as Mad & Bolig, Antik & Aktion, and Living Design
- Implemented an effective workflow involving designers, editors, content providers, and other stakeholders
- Personally involved in the day-to-day production of Living Design magazine and part of the editorial team
- Additionally, engaged with Aller Media’s Future Lab as a visual and vision advisor for the development and rebranding of Aller’s magazines

Responsibilities: Design, design development, and leadership

Software: Adobe Cloud, Microsoft

DET KONGELIGE TEATER

The Royal Danish Theatre / Graphic Designer / 1993-2005

- Spent 12 inspiring years at the Royal Theater
- Key role in establishing a graphic department and organizing numerous graphic tasks (previously handled by 12 external agencies)
- Structured production, managed budgets, and successfully project-managed external and internal stakeholders
- Independently or as part of a team, developed, coordinated, and produced countless graphic materials for various target audiences
- Responsibilities included design, design strategy, concept development, identity, production, planning, and creative direction for photoshoot concepts and selection

EDUCATION / Miscellaneous

Trend I Praksis / Diploma, Erhvervsakademiet / 2020-2021

Cross-Media Communication / Master’s, KUA / 2005-2007

Graphic Designer / Den Grafiske Højskole, København / 1987-1989

Smart Data Sprint Lisabon (PT), 2020

Infographics Conference Zeist (NL) 2016-17

Infographic Francesco Franchi Berlin (D) 2015

Woodwing Digital Publishing London (UK) 2011

LANGUAGES: Danish, English, French