

JAN FAGERNÄS

22/04/1977

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EMPLOYMENT

Designer/Planner, AVAUS CONSULTING OY

03/2012 – present

Ideation and production of concepts for digital media. Including marketing automation concepts, mobile applications and web service concepts for clients such as IKEA Finland, IKEA Norway, Mandatum Life, Elisa and Mehiläinen.

Freelance Creative, THE AGENCY HELSINKI

01/2012 – present

Creative consultant in the communications and digital marketing fields. Main clients include Avaus Consulting, Hill and Knowlton Finland and D11 Helsinki, among others.

Art Director/Partner, IS GOOD CREATIVE OY

07/2008 – 02/2012

Art direction and concept design for advertising, digital concepts and PR for clients such as the Cancer society of Finland, STIHL, Univisio, Maxxium Finland and The University of Turku.

Art Director, MARKKINOINTITOIMISTO ALKUVOIMA OY

08/2009 – 03/2010

Art direction and concept design for advertising and digital. Clients included Lähivakuutus, the Finnish Savings Bank Group (Säästöpankki), The Millennium Technology Prize, Finnvera and Altia.

Art Director, ENDERO OY

01/2007 – 07/2008

Design for digital media ranging from web to video, big screen to mobile site design. Concept, brand interaction design and UX design for campaign sites for high-profile Finnish companies, such as VR, SSH and Atria.

Art Director, HELSINGIN SÄHKÖINEN TOIMISTO OY

12/2005 – 01/2007

Design for Internet, Extranet, Intranet and campaign sites. Illustration and flash for companies in sectors such as pharmaceuticals, finance, fmcg, travel and non-profit.

Freelance creative, CARDBOARD MEDIA OY

01/2002 – 12/2005

Web design, Front-end development and copywriting services

Trainee, REUTERS INC, LONDON, UK

01/1998 – 08/1998

Trainee at Reuters Business Information Products department.

AWARDS & HONORS

Silver, Advertising Film, **VUODEN HUIPUT 2011**

Special Prize for Advertising Film, **VUODEN HUIPUT 2011**

Silver, Interactive media, October, **ADS OF THE WORLD 2010**

Bronze Effie, Travel, Experience and Leisure, **EFFIE AWARDS 2008**

Outstanding achievement in website development, **WEBAWARDS, 2008**

Grand Effie, Finnish Railways, **EFFIE AWARDS 2007**

Gold Effie, Finnish Railways, **EFFIE AWARDS 2007**

Gold Effie, Travel, Experience and Leisure, **EFFIE AWARDS 2007**

Award-winning creative with over 10 years experience in the digital and advertising industries. Visually oriented and always striving for Big Ideas. A self-motivated and pro-active worker, who thrives in collaborative environments. Internationally minded and Finnish-English bilingual. Professional skills include **art direction, concept development, marketing communications, graphic design, illustration and copywriting.**

EDUCATION

2004-2005 PG Dip, Interactive Media, Sheffield Hallam University

2002-2003 MA, Web Journalism, University of Sheffield

1998-2002 BA, English Philology, University of Helsinki

1996 High School Diploma, Helsingin Suomalainen Yhteiskoulu

TOOLS OF THE TRADE

Photoshop



Illustrator



InDesign



HTML/CSS



Flash



iMovie



Audio editing



LANGUAGES

Finnish



English



Swedish



French



Italian



Spanish



INTERESTS

Illustration

Creative Writing

Films and animation

Playing and listening to music

Golf

Cooking