

resume of
OSCAR ASMOARP
INTERACTIVE CREATIVE / ART DIRECTOR

last updated
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url
www.oscarasmoarp.com

date of birth
01 / 23 / 1983

nationality
swedish

introduction

I am an Interactive Creative, with both Art Direction and Front-end Development skills. This gives me a unique understanding of both interactive design and technology. I studied at Hyper Island - recognised globally as the leading school within the new media field. I have unique experience working in some of the most renowned interactive agencies in Europe and the US, and as well as creating award winning interactive campaigns for some of the world's leading brands.

period

04 / 2012 - present
- sabbatical leave -
10 / 2010 - 11 / 2011

experience

PERFECT FOOLS

AMSTERDAM, NETHERLANDS

creative lead / art director

clients / brands
BSUR / Channel4 / Converse / Lemon Scented Tea / LG / MINI / Nikon / Oggi / Saab / Scotch&Soda

reference

Mark Chalmers
creative director / founder

mark@perfectfools.com
www.perfectfools.com

James Goode
managing director

james@perfectfools.com

10 / 2009 - 09 / 2010

GREY

AMSTERDAM, NETHERLANDS

digital director

clients / brands
AmbiPur / Becel / Desperados / Deutsche Bank / G-star / Micazu / Navigon / Opta / P&G / Pink Ribbon Magazine / Pringles / Sara-Lee / Unilever / Zero20

Colin Lamberton
executive creative director

clamberton@grey.nl
www.grey.com

Seyoan Vela
executive creative director

svela@grey.nl

08 / 2008 - 09 / 2009
05 / 2006 - 08 / 2008

PERFECT FOOLS

AMSTERDAM, NETHERLANDS
STOCKHOLM, SWEDEN

art director / front-end developer

clients / brands
72andSunny / AEG / AMF pension / BBH London / Bugaboo / Chevrolet / Cold Method / Converse / Creative Social / EA / Forsman & Bodenfors / Garbergs / Grey / Goodby, Silverstein & Partners / HP / JWT / Kraft Foods / K•Swiss / Lincoln / Mentos / Mitsubishi / Ogilvy / Saab / Samsung / Stolichnaya / Strawberry Frog / Under Armour / Unibet / Wieden+Kennedy

Mark Chalmers
creative director / founder

mark@perfectfools.com
www.perfectfools.com

Tony Högqvist
creative director / founder

th@perfectfools.com

08 / 2005 - 05 / 2006

TACKOLOV

STOCKHOLM, SWEDEN

web art director

clients / brands

Diners Club / Garbergs / Glocalnet / H&M / Skandia / Sony BMG / Svenska Spel

Marie Arvidsson
director / founder

marie.arvidsson@tackolov.se
www.tackolov.se

07 / 2004 - 06 / 2005
09 / 2003 - 03 / 2004

FIRSTBORN MULTIMEDIA

NEW YORK, USA

intern & production artist

clients / brands

Atlantic Records / Atlantis / Bacardi / Calvin Klein / FILA / HP / MoMA / Ralph Lauren / USA Network / VH1 / Victoria's Secret / Warner Bros.

Michael Ferdman
director / founder

michael@firstbornmultimedia.com
www.firstbornmultimedia.com

01 / 2003 - present

FREELANCE

SWEDEN

clients / brands

Boutique Ancey / Framfart / Garbergs / Heysan / Indiska / Intuitive Patterns / Laser3.14 / Mindsnake / Natwerk / Oak Capital / Panagora / Phone Family / Värnpliktsrådet

education

08 / 2002 - 06 / 2004

HYPER ISLAND, KY 90p

KARLSKRONA, SWEDEN

major: graphic design

Hyper Island is one of the world's most prominent schools in the new media field. Its graduates are regularly amongst the leading individuals in the field today.

Anna-Lena Rickardsson
CEO

anna-lena.rickardsson@hyperisland.se
www.hyperisland.se

08 / 1999 - 06 / 2002

ÖSTERÄNGSKOLAN

KRISTIANSTAD, SWEDEN

major: nature science

3 year upper secondary school

Monica Persson
Administration

monica.persson@kristianstad.se

DIGITAL KNOWLEDGE

software skills

Adobe Photoshop / Adobe Illustrator / Adobe InDesign / Adobe After Effects / Keynote / Adobe Flash / Adobe Dreamweaver / Eclipse FDT3 / Mac OS X / Microsoft Office / Windows

programming knowledge

AS2 / AS3 / HTML / JavaScript / PHP

LANGUAGES

Swedish / mother tongue

English / fluent spoken and written

German / basic

Dutch / basic

LECTURES

04 / 2008	Procivitas Lecture about interactivity and also about current trends in the business.	Martin Hejdesten martin.hejdesten@procivitas.se
11 / 2007	Berghs School of Communication Lecture about interactivity and also presenting some of Perfect Fools work.	Anna Collert anna@berghs.se
03 / 2007	Procivitas Lecture about interactivity and also about current trends in the business.	Martin Hejdesten martin.hejdesten@procivitas.se

AWARDS

10 / 2008	Silver winner in Interactive Banners at London International Awards Banner created for BBH, London. Final client: Mentos	2008.liacentries.com/winners/
06 / 2008	Winner of a Cannes Lion Grand Prix Part of the production team for the Cannes Grand Prix winning AMF Pension Campaign.	www.canneslions.com
05 / 2008	Winner of Young Lions Cyber, Sweden Together with my co-worker, Mattias Mattisson, I won the Young Lions Cyber competition. This gave us the chance to represent Sweden in the Young Lions competition in Cannes.	www.younglions.se
05 / 2005	Winner of May 1st Reboot "May 1st Reboot is an international relaunch of web sites by authors and creatives working within the field of Web Design." / www.may1reboot.com	www.may1reboot.com
2004 - present	The FWA - Favourite Website Awards "Favourite Website Awards - when it comes to Flash style, they have the newest in new." - Yahoo! FWAs at Perfect Fools: K•SWISS Free Running / Lincoln Reach Higher / Samsung summer collection / Samsung - Take a stand for slim phones FWAs at Firstborn Multimedia: The 4400 / Bacardi Corzo / The sith sense / Atlantis	www.thefwa.com

JUDGE / PANELS

06 / 2009	Portfolio Night 7 at Sid Lee Amsterdam Together with some of the best Creative Directors in Amsterdam I had the pleasure of sitting down and giving feedback to young professionals from all over Europe.	Rafik Belmesk rafik@ihaveanidea.org
01 - 06 / 2008	Resume Web Jury Resume is the leading Swedish advertising-business magazine. Every month a jury decides the top ten best web / interactive productions and ideas created by Swedish ad-agencies or interactive production companies.	Erik Esbjörnsson reporter erik.esbjornsson@resume.se
03 / 2008	Hyper Island / Design Students Together with a select group of former Hyper Island students now working within the interactive business I had the opportunity to sit down with a group of students to review their work and give feedback on their design specialization.	Roger Sjögren director roger.sjogren@hyperisland.se