

FREDERIK SMAL

Designer

I am stimulated by challenges and I try to be creative in order to reach the set goals. I see an ongoing innovation as a necessity and therefore I am always trying to challenge my assumptions about the world around me. I get a lot of enjoyment from the social aspect of work and it motivates me to turn my ideas into reality. For that reason I am searching for opportunities beyond repetitive tasks.

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Experience

Freelance (2019 - 2021)

Graphic Designer & Painter

- Developing design concepts & identities
- Consulting usability and interface designs

Shopbox Aps (2016 - 2019)

Lead Product Manager

- Leading distributed development team
- Leading UX & UI design, defining brand identity

Basta Digital (2014)

Design & SEO Intern

- UX & UI concept development, web design
- SEO consultation / optimisation

Regional EU funded initiatives (2010 - 2012)

Team Leader & Project Manager

- Leading two regional social inclusion initiatives
- Managing team and budget planning

Languages

Slovak / Czech / English - Fluent
Danish - Intermediate

HTML / CSS - Advanced

Education

IT University of Copenhagen, MSc in IT's degree (2016 - 2018)

Digital Innovation and Management

Master's thesis: "Challenges in Distributed Software Development"

Copenhagen School of Design and Technology, Bachelor's degree (2015 - 2016)

Digital Concept Development

Bachelor's thesis: "Gamified E-commerce"

University College of Northern Denmark, AP Degree (2012 - 2014)

Multimedia Design and Communication

Skills & Tools

- Agile & Scrum
- Team leadership
- Project management
- Communication
- System specifications
- Information architecture
- Usability evaluation
- Visual communication

Illustrator / Photoshop / InDesign / Premiere Pro / Jira / Wordpress

Inspiration

Rothko
Miró
Pollock
Bacon

References

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