

Åsa Fredricson CV

Illustrator and graphical designer with an eye for shape, colour, clarity and efficiency!



asa@illustramera.se

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illustramera.se

I offer

Illustrations and Graphical design service.

My goals

Making stylish, simple and clear graphics that add extra value.

Current role

I am an illustrator and graphical designer with years of experience in the profession. I like to plunge deeply into technical functions and processes in order to produce illustrations, infographics and marketing materials. I can easily adapt to different corporate cultures and find the "soul" of the company.

I undertake complete solutions with project management, but I am equally comfortable with being part of a process in cooperation with others.

Programs that I work with are InDesign, Illustrator, PhotoShop, PowerPoint, Keynote. I learn other programs quickly if necessary.

Member of Svenska Tecknare (The association of Swedish illustrators and graphic designers)

Personal information

Born 1968 - I grew up in Kolmården outside Norrköping, Sweden and have lived in a few different places in and around the Norrköping area, which I still do. I have spent a lot of time in UK and in Austria. I regularly visit Glasgow in Scotland.

My family consists of two grown up sons that now have moved out, one dog and two cats and a partner living in Glasgow.

Characteristics

Curious, careful, honest, creative, thoughtful, positive, helpful, stubborn, humble, ingenious, enterprising, social.



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Org. no. 680307-0223

Registered for corporation taxation

Examples are found
under PORTFOLIO
on my web site:

illustreramera.se

Major assignments/projects

Tekniska verken i Linköping – Graphic Designer

From summer 2018 until summer 2019 I worked as graphic designer part time at Tekniska verken.

tekniskaverken.se

Tekniska verken i Linköping – Illustrations

During 2014 I made 2 mascots for Tekniska Verken in Linköping. Ongoing work producing material where the mascots are a part of the illustrations are still proceeding.

During 2015 I made infographics explaining the water cleaning system, wastewater treatment and similar processes.

I also made illustrations for the containers for waste separation.

(2014>)

tekniskaverken.se

Illustrations and layout for educational material – Cetus (Centre for School Technology Education)

Since 2004 I have made illustrations and layout for educational materials for Cetus. In all it's 7 different materials. The latest was released in 2014. During 2013 all materials have been updated according to the new curriculum. (2004>)

cetus.se

Comordo

I have helped Comordo with with icons, infographics, leaflets and design elements to take information to a new level. (2014>)

comordo.se

Siemens Industrial Service – Process illustrations and overviews

I have helped Siemens Industrial Turbomachinery illustrating a new process that was to be introduced in 2012.

During 2014 and 2015 overviews over 2 new workshops where illustrated and those will be completed with new plants during 2016. (2012>)

Meklunds – Illustrations and book design

During 2012 I did illustrations and design for the book "Meklunds – a different book about Lean". (2012)

Sectra Communications – Illustrations

I've made illustrations for Sectra that will serve as their own illustration library. Illustrations of their own products are included. The illustrations are used in infographics and in marketing material.

(2012-2014)

communications.sectra.com

Finspångs Tekniska Verk – Illustrations

In cooperation with the agency Anfang Reklambyrå I produced illustrations for Finspångs Tekniska Verk. The illustrations explains different processes like wastewater cleaning and producing heat. I also made illustrations as addition to their graphical profile. (2013>)

finspang.se/finspangstekniskaverk

Drogfokus (Conference for drug prevention) – Graphic design and production av information material

On behalf of the Municipality of Norrköping I have developed the graphical design and produced material for the conference "Drogfokus" that was in Norrköping 2012 och 2014. (2011-2014)

drogfokus.nu

Noah's Arc – Illustrations/graphical design

During 2013 I made illustrations for Noah's Arc about HIV. The illustrations was later used in an PPT-presentation, a booklet, and was during 2014 also used in an exhibition. I made the design for it all using the illustrations as a base. (2013-2014)

noaksark.org

Knowledge of languages

Very good knowledge of spoken and written Swedish and English.
Some understanding of spoken and written German.

Application skills

Excellent skills in Illustrator, InDesign, PhotoShop, PowerPoint, Keynote.

Educations

Course in board work - The Chamber of Commerce of East Sweden 2011

PhotoShop Photo Editing - Lightbox Image 2006

Education on Entrepreneurship - LiU 2000

Certificate of Proficiency in English - Folkuniversitetet 1991

Artistic Training - Folkuniversitetet 1982-1990

Economical Education (Secondary School)

- Kungsgårdsskolan Norrköping - Year of Examination 1987

Elementary School

- Råsslaskolan Kolmården Year of Examination 1984

Assignments

Illustrator/AD, owner	illustreramera	2011-
Illustrator/AD, partner	Marulk Reklambyrå AB	2007-2010
Illustrator/AD, owner	illustreramera	1999-2007
Illustrator/AD	WM-data	1997-1999
Illustrator/AD	Avant Garde Information AB	1992-1997

Before the assignments above I have worked as administrator for various companies like Stal Refrigeration, Odal, RGS90, DFDS.

Other experiences

I competed in East Sweden Hack 2015 as graphic designer. During East Sweden Hack 2016 I will participate as coach for the competitors.

eastswedenhack.se