



# Åsa Fredricson CV

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



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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, 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.

My family consists of two grown up sons that now have moved out, one dog and two cats.

## 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](http://illustreramera.se)

### **Major assignments/projects**

#### **Illustrations and layout for educational material – Cetis (Centre for School Technology Education)**

Since 2004 I have made illustrations and layout for educational materials for Cetis. 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>)

[cetis.se](http://cetis.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)

[meklunds.se](http://meklunds.se)

#### **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](http://communications.sectra.com)

#### **Finspångs Tekniska Verk – Illustrations**

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

[finspang.se/finspangstekniskaverk](http://finspang.se/finspangstekniskaverk)

#### **Drogfokus (Conference for drug prevention) – Graphic design and production of 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](http://drogfokus.nu)

#### **Noah's Arc – Illustrations/graphical design**

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

[noaksark.org](http://noaksark.org)

#### **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 have 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](http://tekniskaverken.se)

#### **Norrköpings kommun (Municipality of Norrköping) – Illustrations/project management**

During 2015 I have worked with a web application for tobacco prevention in cooperation with Effect by Gaia.

(The application will be released in April 2016)

### **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, Key-note.

### **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**

<b>Illustrator/AD, owner</b>	illustreramera	2011-
<b>Illustrator/AD, partner</b>	Marulk Reklambyrå AB	2007-2010
<b>Illustrator/AD, owner</b>	illustreramera	1999-2007
<b>Illustrator/AD</b>	WM-data	1997-1999
<b>Illustrator/AD</b>	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](http://eastswedenhack.se)