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WORK			
Apr 2013 - Present	Razorfish London	Creative Director	Unilever, C&A, Tourism New Zealand
Oct 2013 - Present	Hyper Island Manchester	Member, Steering Board	
Jul 2011 - Mar 2012	Double Denim	Founder / Creative Partner	
Jun 2009 - Jun 2011	Blast Radius Amsterdam	Associate Creative Director	HUGO BOSS, Lacoste, Bacardi, Pantene
Apr 2008 - Jun 2009	Kong Amsterdam	Digital Creative	Oxfam, Mercedes-Benz, Icesave, Nuon, KPN
Nov 2006 - Mar 2008	Springer & Jacoby International	Creative Lead	Bwin, Atradius, Saturn/Mediamarkt, Fortis
Jun 2007 - Aug 2010	Rocky Magazine, Stockholm	Fashion Writer	
Jul 2006 - Nov 2006	JWT Amsterdam	Creative	KitKat, MINI, Knorr, EF Education
Aug 2005 - Jun 2006	Strawberryfrog	Creative	Heineken, Asics, Coca-Cola, Speedo

LECTURES & TALKS		
24 <sup>th</sup> March 2014	Hyper Island Manchester	Portfolio and personal brand-building
27 <sup>th</sup> Nov 2013	Creative Social	The Power of Prototyping
21 <sup>st</sup> Aug 2013	Hyper Island Manchester	A little talk about life after Hyper
7 <sup>th</sup> Jan 2013	Google/Unilever Talent Exchange	Barriers to going digital: A creative agency's perspective (Panelist)
17 <sup>th</sup> Jan 2013	SheSays	Portfolio Surgery
13 <sup>th</sup> Nov 2012	SheSays & InternetWeek Europe	How to get a job in digital
2 <sup>nd</sup> Aug 2012	SheSays	SheSays Olympics
8 <sup>th</sup> Sep 2011	Hyper Island Stockholm	Information Society (Panelist)
6 <sup>th</sup> Feb 2009	Hyper Island Karlskrona	Master Class for She Creatives
Yearly, 2007 - 2010	Hyper Island Karlskrona	Creative concepting, one day workshop
Yearly, 2007 - 2010	Hyper Island Stockholm	Creative concepting, one day workshop

AWARDS ETC					
Campaign & The IPA	Future female leader of advertising (Woman of Tomorrow)	Personal	Personal	Razorfish	2013
Webby Awards	Winner (Beauty & Cosmetics)	Bottled. Night.	HUGO BOSS	Blast Radius	2010
Webby Awards	Honoree for Social: Fashion & Beauty	All Things Hair	Unilever	Razorfish	2014
Webby Awards	Honoree for Online Film & Video / How-to & DIY	All Things Hair	Unilever	Razorfish	2014
The Drum & SheSays	Public shortlist, Woman of the Year	Personal	Personal	Razorfish	2014
SheSays Awards	Nomination, The Industry Award	All Things Hair	Unilever	Razorfish	2014
Campaign	Faces to Watch	Personal	Personal	Razorfish	2014

Brand Republic Awards	Highly Commended in Specialist - Engagement	All Things Hair	Unilever	Razorfish	2014
Brand Republic Awards	Shortlisted in Product Sectors - FMCG	All Things Hair	Unilever	Razorfish	2014
SheSays Awards	Judge	Personal	Personal	Razorfish	2014
Rosey Awards	Judge	Personal	Personal	Razorfish	2013
Webby Awards	Honoree	KINO	HUGO BOSS	Blast Radius	2011
FWA	Site of the day	KINO	HUGO BOSS	Blast Radius	2011
The Lovies	Silver - Best use of interactive video	KINO	HUGO BOSS	Blast Radius	2011
P&G iTeam awards	Silver - Innovation	KINO	HUGO BOSS	Blast Radius	2011
eMarketing	Campaign of the Month	KINO	HUGO BOSS	Blast Radius	2011
FWA	Site of the day	Bottled. Night.	HUGO BOSS	Blast Radius	2010
London International Awards	Finalist, Sound Design	Bottled. Night.	HUGO BOSS	Blast Radius	2010
Book of Conversations	Double spread: "Would you steal if you were guaranteed not to get caught?"	Personal	Personal	S&J International	2010
Spin Awards	Nominee, Best Content	Take Care Now	Agis	Lightmaker	2009
Creativ Club Austria	Bronze, Editorial design	Play for real	bwin	S&J International	2009
Creativ Club Austria	Bronze, Illustration	Play for real	bwin	S&J International	2009
W3 Awards	Gold, Automotive	Banner mechanic	Mercedes-Benz	KONG	2009
W3 Awards	Gold, Consumer Electronics	Home security	Nuon	KONG	2008
W3 Awards	Gold, Consumer Goods	Home security	Nuon	KONG	2008
Creative Showcase	February 2006, Runner-up	Lovely Football	Onitsuka Tiger	Strawberryfrog	2006
E-Creative	Website of the day	Lovely Football	Onitsuka Tiger	Strawberryfrog	2006
Young Guns	Silver	Lovely Football	Onitsuka Tiger	Strawberryfrog	2006
One Show	Interactive Nomination	Lovely Football	Onitsuka Tiger	Strawberryfrog	2006
FWA	Site of the day	Lovely Football	Onitsuka Tiger	Strawberryfrog	2006

EDUCATION & COURSES		
Jan 2014 - May 2014	CASS School of Art & Design	Furniture-Making
Sep 2011 - Dec 2011	Stockholm University	Sloyd - Learning through craft
Aug 2004 - Jun 2006	Hyper Island	Digital Media
Sept 2004 - Jan 2005	Mid Sweden University	Literature A, Creative Writing
Sep 2003 - Jun 2004	Linköping University	Swedish Language
		Russian Fundamental Course: Introduction in Language, Culture and Political Science
		Russian Second Course: Language, Culture and Political Science