

CV

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I'm a Swedish web developer and creative technologist based in Berlin.

I graduated from creative business school Hyper Island in 2007. Since then, I have held full-time positions and/or conducted freelance assignments at award-winning digital studios, such as Delete London, North Kingdom, B-Reel, ACNE and Your Majesty in London, Stockholm, Berlin, New York and Amsterdam. End clients in Europe and the US include Netflix, adidas, H&M, IKEA, BMW, Mercedes-Benz, Renault, General Electrics, Bang & Olufsen and startups such as Acast and Zalando.

Current availability

In early 2019 I started a long-term consulting job for Swedish AI-startup Peltarion which eventually turned into a permanent position as frontend architect. In this role I was leading an iterative rewrite of the legacy frontend codebase, including a new UI component library, using technologies such as Typescript, React and XState. Peltarion was acquired by King (the creators of games such as Candy Crush) in mid-2022.

Having fulfilled the frontend architect role through the acquisition process, I decided to leave King and to return to the more dynamic freelance space in which I thrive. As of February 2023 I am available for freelance work.

Philosophy

I always try to put humans, as opposed to technology, at the centre of attention. In practice, this means that I make sure to identify, consolidate, and cater to the needs and wants of everyone involved in a project, including stakeholders, colleagues and, of course, the end users. I have a pragmatic and non-dogmatic attitude towards technology and prefer to pick the right tool for the job rather than having "favourite" ways to accomplish things.

Skills

Front-end web programming is my primary area of expertise. Starting my career as a back-end developer, I eventually shifted focus to Flash/ActionScript and finally transitioned into a full-time Javascript developer in the early 2010s. I have expert level knowledge of Javascript and extensive experience with a multitude of Javascript libraries and tools (React, React Native, Vue.js, Angular, XState, Redux, GSAP, PIXI.js, D3, Webpack and Vite to name a few), and related technologies (such as CSS, HTML, SVG, SVG animation).

Having started my career as a PHP/MySQL developer, I also have a few years of back-end experience, mostly with PHP and later with Node.js. My experience with these platforms includes building custom CMS applications, Wordpress sites with custom-built themes and plugins, creating RESTful APIs, etc. as well as modelling, creating and administering database solutions with MySQL, SQLite etc. for these applications.

In addition to this, spending most of my career working with small teams where roles tend to have some fluidity, I also have experience in other related areas, such as motion design, project management, graphic design, UX and product design, film production (on-site and post) and music production. I've also tinkered with IoT and physical computing in my spare time.

Education

Hyper Island, Karlskrona, Sweden

2005 - 2007. Digital Media programme, specialising in graphic design.

Kungsbacka Technical Gymnasium, Kungsbacka, Sweden

2001 - 2004. Upper secondary school. Natural science programme specialising in computer science and programming.

Work experience

Freelance Senior Javascript Developer → Frontend Architect at Peltarion/King

March 2019 - January 2023

Peltarion built an AI-as-a-Service product for scalable AI/ML applications. The company was acquired by Activision/Blizzard subsidiary King (makers of Candy Crush) in 2022.

I was hired by Peltarion on a freelance basis as a senior javascript developer in 2019, mainly working on their custom-built machine learning model builder GUI. In October 2021, I was offered a role as frontend architect. The focus of this role was to

conceptualise and lead the work of an iterative rewrite of their complex legacy frontend codebase into a modern React-based solution.

Freelance Interactive Developer / Creative Technologist

July 2013 - July 2022, February 2023 - present

Full-stack developer, specialised in pixel-perfect front-end experiences (including animation/motion design) using javascript technologies.

Selected freelance projects/clients (agency in brackets if applicable):

Mar - June 2018: Driver.xyz - React native mobile app (Your Majesty, Amsterdam)

Oct 2017 - Feb 2018: React developer at Zalando

June - July 2017: ADAC Don't Call Mom! Web campaign (RCKT, Berlin)

May - June 2017: IKEA catalogue front-end (ACNE, Stockholm)

Apr - May 2017: B&O Play P2 campaign site (B-Reel, Stockholm)

Feb - Apr 2017: H&M Conscious Collection campaign site (ACNE, Stockholm)

Oct - Nov 2016: BMW Films campaign site (Your Majesty, New York)

May - July 2016: React developer at Zalando

Nov - Dec 2015: React developer at Zalando

Oct - Nov 2015: World Of McIntosh brand site (Your Majesty, New York)

Feb - May 2015: Netflix brand site (Your Majesty, New York)

May - June 2014: Mercedes-Benz "Challenge the Sprinter" (LLR, Hamburg)

Mar - May 2014: Mobile front-end developer at Acast

Jan - Feb 2014: H&M Spring Collection with Miranda Kerr (ACNE, Stockholm)

Aug - Sep 2013: Adidas Y-3 brand site (ACNE, Berlin)

Senior Lead Developer at ACNE Production, Berlin

January 2012 - July 2013

Leading role in strategic, conceptual, and technical development of globally launched digital campaigns of all shapes and sizes, working closely with clients' IT departments. Clients included adidas subsidiary high fashion brands adidas Y-3 and adidas SLVR.

Senior Interactive Developer at ACNE Production, Stockholm

August 2011 - January 2012

ActionScript developer on H&M's global Christmas campaign of 2011. Lead ActionScript developer on the global campaign website launch of H&M's David Beckham Bodywear.

Senior Digital Developer at Sticky Beat, Stockholm

November 2009 - July 2011

Javascript, HTML/CSS, ActionScript and PHP development for GANT, SJ and more.

ActionScript Developer at North Kingdom, Stockholm

September 2008 - November 2009

ActionScript developer on multi-award-winning projects for Tele2, General Electric, Scania, and the Swedish Armed Forces.

Web Developer at Fröjd Interactive, Stockholm

September 2007 - September 2008

Javascript, HTML/CSS, ActionScript and PHP development for Swedish fashion retailer Gina Tricot.

Web Developer intern / Web Developer at Delete London, London

August 2006 - August 2007

PHP/HTML/CSS development for clients such as Renault and Betfair. Started as a 7 month internship which transformed into a permanent position.