

---

WANDA UGERUP  
Art Director  
wanda.ugerup@gmail.com  
+46 723 - 17 81 81

---

# HEJ!

I am an Art Director and graphic designer with many years' experience in advertising and design. Above anything, I see design and creativity as joy; enthusiasm about creating, working in a team where several different skills are woven together, is a kick. Prestige is silly. I always strive to be brave, because that's how your message becomes clear – the streamlined middle way doesn't really make anyone happy. You get so much further with heart and guts. And a little fun – the wider the smile on the beholder's face, the more open the mind, as someone once said. I'm also terribly fond of good craftsmanship. When it is clear from the finished result, that someone has put in a lot of time and effort, you also reach further.

I attended **Danmarks Designskole** in Copenhagen 1998 – 2003. After graduation I started working for **Kollo Forsman & Bodenfors** in Helsingborg. I have remained there for 11 years, because I'm a loyal type of person. But mostly really because it's been a lot of fun, but now it is time to move on to new exiting things. I have enjoyed the daily commute from Malmö, where I live. There are a lot of things you can do on a train: read about Icelandic snowstorms by Jón Kálman Stefánsson, listen to Finnish rock 'n' roll with 22 Pistepirkko, crochet a potholder from the vintage book found at the fleamarket (how else will I get everything done before Christmas?)

Kollo is a retail agency. I have worked as an Art Director in both retail advertising and communication, and in store concept and retail design. I have also designed wallpaper patterns, logos, packaging and handmade typography, among other things. In addition, I have done a lot of illustration work.

My main client throughtout the years has been **Systembolaget**. I was responsible for adding the visual element of food to their in store campaigns. Systembolaget is a special kind of client, as you are not allowed to show off their products in a manner that's too attractive – idea-wise, you have to be quite clever.

I have also worked with **Apoteket** for many years, with both in store campaigns, and developing store concepts, working tightly together with an architect. The development of store concepts is exciting, as you use a wider set of tools: materials, lighting, space. I have also worked with Apotekets direct marketing magazine, which is published 10 times per year. Here, my previous magazine design experience has come very well in handy.

Some of the other clients I've had the pleasure of working with are **IKEA**, **ICA**, **Bolagret**, **SAS Euroshop**, **Panduro Hobby**, **Iittala** och **Rörstrand**.

I am also very fond of making stop motion animations. There is something genuine and honest in analogue media, and I think the whole meticulousness of the thing suits me well. Moving image is an area I'm trying to develop and learn more about.

Hope to see you soon!



---

WANDA UGERUP  
Art Director  
wanda.ugerup@gmail.com  
+46 723 - 17 81 81

---

# CV

*Kollo Forsman & Bodenfors* Art Director, full time 2004 – present

*Kollo Forsman & Bodenfors* AD Assistant, full time 2003 – 2004

*Hennes Magazine* Layout, summer temp June – August 2002 and June – August 2003

*Mahskara, Malmö Högskola Student Magazine* Layout 1999 – 2000

*Sydsvenskan* Image processing part time 2000 – 2002

*Danmarks Designskole* Full time studies at Institute of Visual Communication 1998 – 2003

*Östra Grevie Folkhögskola* Full time studies Image & Media 1997 – 1998

*Art history, Lund University* 40 credits, 1996 – 1997

*English, Lund University* 40 credits, 1995 – 1996

*Language skills:*

Swedish, English, Danish

*Main software skills:*

InDesign, Illustrator, Photoshop, Keynote / Powerpoint

*Main skills:*

Art direction

Photo direction

Illustration direction

Illustration

Typography

Graphic design

Final art

Styling

Retail Design / visual communication and systems

Retail Design / design for retail spaces

Retail Design / strategy and concept

Retouch

Photography

*Awards / nominations:*

Kolla! 2013 – Gold in Advertising Illustration

Svenska Designpriset 2014 – Nominated for Event



WANDA UGERUP  
Art Director  
wanda.ugerup@gmail.com  
+46 723 - 17 81 81

