

**annette kallevig**

### **I do:**

Branding for interaktive as well as traditional media, tailored to the needs of the client or project. Concept development and design cross platform and media, consulting, creative leadership, work-shops, presentations processes, interactive design, informasjonal flow, communications strategy and more.

### **Experience** (Client/projects on page 2)

2002- Sidé. Founder and communication designer

#### **Cell Network as**

01-02 Senior communications advisor/ art director (digital media)

00-01 Group manager for Communications (13 people)

00 Hired as senior art director (digital media)

#### **Razorfish as**

99-00 Senior art director/ branding expert (digital media)

#### **TBWA Reklamebyrå as (advertising)**

95-00 Senior art director

94-95 Freelance art director/ designer

#### **Lintas: New York (Advertising)**

90-94 Art director

89-90: Assistant art director

### **Education**

84-88 BFA (Bachelor of Fine Arts) in Graphic Design, Minor in Communication  
Hartford Art School, University of Hartford, Connecticut, USA

Honors: Magna cum laude

81-84 Oslo Katedralskole, Artium, Language major w/ art minor

### **Courses/ seminars** (a selection)

01+03 Edit 5.0 & 6.0 – Elektronic design, illustration, typography (seminar)

01 Yggdrasil – DNDs Usability conference

00 Forrester Retail and Marketing Forum, Europe: Thriving on Interactive Channels

00-03 Photoshop og Illustrator advanced, GoLive og Flash introduction, MS Project (intro)

91 Lintas leadership training program, Lintas: New York

### **Other**

Tools: Adobe CS (Photoshop, Illustrator, InDesign, GoLive) Quark Xpress, Microsoft Office, more

Priser: Effie, Addy and more for Maybelline ad/ campaign, plus div. misc. educational awards.

The websolution for Aetat also received awards.

Employee representative, Cell Network 2002

Member of Kreativt Forum, Grafill and Markedsføringsforeningen

Fluent in English and Norwegian, conversational in Swedish and Danish

## Selected clients/ projects:

- 2006 **Gyldedal Akademisk:** Overall design incl. cover and icons for Menneskekroppen (Anatomy book)  
**Rikshospitalet-Radiumhospitalet:** Logo, interface design and marketing material for [www.oncolex.no](http://www.oncolex.no)  
**Gaustatoppen:** Corporate ID and marketing for real estate development project  
**NSF:** Interrim webdesign. [www.sykepleierforbundet.no](http://www.sykepleierforbundet.no)  
**Papaya Marketing:** Editorial responsibility for [www.papaya.no](http://www.papaya.no)
- 2005 **Unilever:** Knorr.no with the interactive game contest "Knorrs World". Idea, and art direction  
**Ring Eiendom:** Various printed material for real estate marketing  
**Microsoft:** Redesign [www.microsoftdagene.no](http://www.microsoftdagene.no) as well as banner design for marketing the event  
**Unio:** Profilendring i forbindelse med nytt navn (inkl trykksaker og web) samt [www.likestilling.no](http://www.likestilling.no)  
**Leaf:** [www.mynthon.no](http://www.mynthon.no) with quiz contest. Visual idea og design. Ahlgrens Cars sign game. Art direction, design.  
**Sykepleierkongressen 2005:** Markedsførings- og messemateriell og websider ([www.sykepleierkongressen.no](http://www.sykepleierkongressen.no)).
- 2004 **Norsk Sykepleierforbund:** Interface for game to teach members to use NSF's web site.  
**MalacoLeaf:** Contest for Ahlgrens Biler Dekk campaign, incl. game concept at [www.ahlgrensbiler.com/dekk](http://www.ahlgrensbiler.com/dekk)  
**Personalhuset:** Corporate ID, marketing, ad templates and Internet planning.
- 2003 **Asker and Bærum Kuldeteknikk:** Marketing Toshiba Heat pumps. Consulting, concept development, design  
**UHO:** Web redesign, banner design.
- 02-03 **Norsk Sykepleierforbund:** Redesign of [www.sykepleierforbundet.no](http://www.sykepleierforbundet.no), including concept development and information architecture on closed, membership area.  
**Akribe Forlag/ NSF:** Concept development and design of e-teaching application for nursing staff and students, PPS. Complete design program, including logo.  
**Papaya Marketing:** Design and art direction for various clients, incl. Malaco POP-material and the magazines Scandinavian (SAS/ Try) and Appetitt.
- Prior to sidé:
- 01-02 **Selvaag Group:** Develop overall concept and communication strategy for [www.selvaag.no](http://www.selvaag.no). Consulting, art direction and presentational responsibility throughout the development process.  
**Batucada:** Concepts by Batucada at [www.batucada.no](http://www.batucada.no). Overall concept, coordination and design Perfect Day.
- 00-01 **Apokjeden:** [www.apotek1.no](http://www.apotek1.no). Strategy, concept development, art direction, branding.  
**Storebrand Bank:** Strategy and art direction for the relaunch of [www.storebrand.no/privat](http://www.storebrand.no/privat).  
**Storebrand:** Digital style guide for [www.storebrand.no](http://www.storebrand.no). Strategy, design supervision.
- 00 **Norgesgruppen:** Development of [www.norgesgruppen.no](http://www.norgesgruppen.no). Overall concept, strategy and art direction.  
**Aetat:** [www.aetat.no](http://www.aetat.no) (not current version). Art direction and project coordination.  
**Razorfish:** Brand New. Development and implementation of branding processes, work-shops, and education.
- 1998-99 **Mester Grønn:** Communication strategy, print ads, POP and complete corporate ID. Consulting, art direction, and graphic design.  
**Icopal:** Advertising campaigns. Art direction.  
**StorOslo Lokaltrafikk:** Advertising campaigns, posters, DM and display materials. Art direction, design.
- 95-99 **Norema** kitchens, baths and wardrobes: Advertising, catalogs, DM and POP campaigns.  
Art direction and graphic design for various media.  
**Canon AS:** Print campaigns, various campaign material incl. event and POP. Art direction, design.
- 95-96 **Storebrand:** AMS and introductory campaign for Storebrand Bank (misc. media incl. commercials). Art direction.  
**Jordan Amigo** toothbrushes: Commercial. Art direction.  
**Motorola** cell phones: Print campaigns. Art direction.
- 90-94 **Maybelline** cosmetics (USA): Commercials, print, DM and POP. Art direction, design.  
**Tetrapak** (USA): Commercial, book covers. Art direction,  
**Planters** Peanuts (USA): Print ads. Art direction.

### In short:

"The proof is in the pudding"