

Personal information

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Nationality Swedish
Date of birth 01/12/1950
Gender Male
Occupational field Graphic Communication



Work experience

Dates April 2000 –
Occupation or position held Lecturer in Graphic Communication
Main activities and responsibilities As a lecturer I am planning and conducting education within the field of Graphic Communication and Design, including Information Design, Typography and Visual Communication Projects Management at two study programmes: Bachelor in Graphic Design & Communication and Master of Science in Media Technology and Engineering.
I am the Vice Chair of the Study Board for Computer and Media Technology. The board is responsible for more than 10 study programmes.
As Chair of the Operational board for the study programme Graphic Design & Communication I supervise the continuing development of the programme.
Name and address of employer Linköping University, Sweden
Type of business or sector Higher education

Dates October 2014 –
Occupation or position held External expert at the Research Executive Agency (REA)
Main activities and responsibilities Evaluation of the proposals submitted in response to the - H2020-SEAC-2014-1, H2020-GARRI-2014-1, H2020-GERI-2014-1 and H2020-ISSI-2014-1 call for proposals, issued on the basis of the work programme(s) Horizon 2020 - 2014-2015 - Science with and for Society
Name and address of employer Research Executive Agency (REA)
Type of business or sector EU

Dates September 2014 – February 2016
Occupation or position held Member of Executive Committee
Main activities and responsibilities Member of Executive Committee for vocational training of staff in the graphic arts industry
Name and address of employer Xenter
Botkyrka kommun, 147 85 Tumba
Type of business or sector Vocational training of staff in the graphic arts industry

Dates October 2012 – January 2013
Occupation or position held Guest Lecturer in Typography
Main activities and responsibilities Winter semester 2012-2013 I was Guest lecturer at Stuttgart Media University teaching typography at the study programme Information Design.
Name and address of employer Stuttgart Media University (HdM), Germany
Type of business or sector Higher education

Dates October 2010 – February 2011
Occupation or position held Guest Lecturer in Typography
Main activities and responsibilities The winter semester 2010-2011 I was Guest lecturer at Stuttgart Media University teaching typography at their study programme in Information Design.
Name and address of employer Stuttgart Media University (HdM), Germany
Type of business or sector Higher education

Dates January 2009 – January 2014
Occupation or position held External expert at EACEA
Main activities and responsibilities I was an external expert, in a pool of experts to assist The Education, Audiovisual and Culture Executive Agency (EACEA) in the framework of the management of the Community programmes in the fields of education, audiovisual, culture, youth and citizenship.
Name and address of employer Education, Audiovisual and Culture Executive Agency
Type of business or sector EU

Dates March 2009 – February 2010
Occupation or position held Guest Lecturer in Graphic Communication
Main activities and responsibilities From March 2009 until February 2010 I held a position as Guest lecturer at Stuttgart Media University in Germany. My working language was English, and I was teaching Information Design, Typography, Type design, Graphic Design and Corporate design. I was also supervising a Summer school, InterCultural Design-Camp 2009 (ICDC2009), with attending teachers and students from three partner Universities in Germany, Sweden and Scotland.
Name and address of employer Stuttgart Media University (HdM), Germany
Type of business or sector Higher education

Dates 2006 – 2008
Occupation or position held *Member of Executive Committee*
Main activities and responsibilities Member of Executive Committee for vocational training of staff in the graphic arts industry
Name and address of employer *Xenter*
Type of business or sector Botkyrka kommun, 147 85 Tumba
Vocational training of staff in the graphic arts industry

Dates 2005 – 2008
Position held *Member of Executive Committee*
Main activities Member of Executive Committee for vocational training in Visual Communication
Name and address of employer *Mediability / Learning Partner*
Bagaregatan 3, Box 164, 611 24 Nyköping
Type of business or sector *Vocational training in Visual Communication*

Dates *August 1994 – April 2000*
Position held *Information Manager*
Main activities As Information Manager I was a member of the Company Board and responsible for Information and Market Communication. I supervised several larger projects within the sector of information and marketing, e.g. managing project teams for implementation of MIS (Management Information System) and introduction and development of the LECA Sweden website. As part of my duties, I was responsible for IT resources in the Marketing department. My work was partly on Group-level, where I was supervising an International project in Media Asset Management. During my time in the company, I planned and implemented a small pre-media unit for print production. In addition to this, I was responsible for all communication and purchase from other suppliers such as advertising agencies, video producers, print shops, etc.
Name and address of employer *LECA Sweden AB*
Type of business or sector *Producing Building & Construction Material*

Dates August 1989 – August 1994
Position held Senior Administrative Officer
Main activities As Senior Administrative Officer, I developed and supervised a Pre-Media Unit for production of all communication in print and video.

This work included planning, managing and supervising the activities, the human resources, and the budget of the division with a staff of nine people. The production of the studio extended over such different products as research magazines, marketing materials, and exhibitions.

I introduced a digital workflow within the unit. This process also included staff training, which I conducted.

I supervised a project team for DAM (Digital Asset Management) projects in the Transport area. The project was a joint project with the Swedish Road Administration.

For two of the research magazines, one written in English and spread worldwide, one in the Nordic languages and spread in all Nordic countries, I was compiling editor and also responsible for graphic design and production. Both magazines were joint ventures between the Nordic Countries.

One of my assignments was to act as an advisor how research results could be visualized in print and exhibitions for a national and international audience.

Name and address of employer Swedish National Road and Transport Research Institute (VTI)
Type of business or sector Research

Dates 1987 –
Position held Graphic Designer
Main activities Typography and Graphic Design of textbooks.
Name and address of employer Ordbild (own company), Linköping
Type of business or sector Graphic Design

Dates 1976 – 1990
Position held Teacher in Visual Art Education
Main activities

- Teaching Visual Art
- Teaching Photo, Film and Video
- Teaching Computer Science
- Part time Educational Manager

Name and address of employer Municipality of Linköping, Sweden
Type of business or sector Education

Education and training

<i>Dates</i>	2004
<i>Title of qualification awarded</i>	CDIO, <i>Project Management</i> , Equivalent to 3 ECTS
<i>Name and type of organisation providing education and training</i>	Linköping University
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<i>Dates</i>	2001
<i>Principal subjects</i>	<i>History of Technology</i> , Equivalent to 8 ECTS
<i>Name and type of organisation providing education and training</i>	Linköping University
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<i>Dates</i>	2000
<i>Principal subjects</i>	<i>Market Communication</i>
<i>Name and type of organisation providing education and training</i>	Berghs School of Communication
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<i>Dates</i>	1998
<i>Principal subjects</i>	<i>Strategical Purchase Management</i>
<i>Name and type of organisation providing education and training</i>	INTERPRO
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<i>Dates</i>	1997
<i>Title of qualification awarded</i>	ARU, <i>Accredited Publisher in Advertising</i>
<i>Principal subjects</i>	Legislation in copyright, publishing, marketing
<i>Name and type of organisation providing education and training</i>	RMI Berghs / Sveriges Reklamförbund
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<i>Dates</i>	1993
<i>Principal subjects</i>	<i>Leadership och Developments of Groups</i>
<i>Name and type of organisation providing education and training</i>	IFL, Stockholm School of Economics - IFL Executive Education
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<i>Dates</i>	1988
<i>Principal subjects</i>	<i>Visual arts pedagogics</i> , Equivalent to 18 ECTS
	<ul style="list-style-type: none">• Theory of Science• Pedagogical use of images• Image Analysis
<i>Name and type of organisation providing education and training</i>	Stockholms Universitet, Sweden

Dates 1987
Principal subjects *Scandinavian Culture in images*, Equivalent to 2 ECTS
Name and type of organisation providing education and training Bifröst, Island

Dates 1986
Principal subjects *Film, TV and video*, Equivalent to 8 ECTS
Name and type of organisation providing education and training Linköpings Universitet

Dates 1982 – 1985
Title of qualification awarded *Bachelor of Art in Art Education*
Principal subjects

- Visual art and Perception
- Creative art
- Creativity in a multitude of visual medias
- Graphic Form.

Name and type of organisation providing education and training Umeå Universitet (UMU)

Presentations & Publications

Dates November 2017
Place Seville, Spain
Title of presentation **Creative Industries Global Network, (CIGN) – Project Outcomes and Conclusion: Curriculum Development at National and International Levels**
Name of conference ICERI 2017 (International Conference of Education, Research and Innovation)

Dates May 2017
Place Beijing, China
Title of presentation **Looking Back and Looking Forward – Lessons learned from the Creative Industries Global Network Project**
Name of conference 50th Conference of the International Circle of Educational Institutes for Graphic Arts, Technology and Management (IC)

Dates June 2016
Place Leipzig, Germany
Title of presentation **Future-proof education in the field of Media Design and Production**
Name of conference 49th Conference of the International Circle of Educational Institutes for Graphic Arts, Technology and Management (IC)

Dates June 2015
Place San Luis Obispo, USA
Title of presentation **Identification of Future Skills Gaps in Cross-Media Design and Production in the Creative Industries at National level in Scotland, Sweden, Belgium, Germany and Canada.**
Name of conference 48th Conference of the International Circle of Educational Institutes for Graphic Arts, Technology and Management (IC)

Dates November 2014
Place Sevilla, Spain
Title of presentation **CIGN - An ERASMUS+ Initiative for a Pan-European Curricular Development for the Creative Industries**
Name of conference ICERI 2014 (International Conference of Education, Research and Innovation)

Dates June 2014
Place Vrahati, Greece
Title of presentation **International Cross Media projects with students from four universities and from different disciplines**
Name of conference 47th Conference of the International Circle of Educational Institutes for Graphic Arts, Technology and Management (IC)

Dates June 2013
Place Glasgow, UK
Title of presentation **Staff / Student Enhancement and Innovation within Cross Media Erasmus Intensive Projects**
Name of conference International Enhancement Themes Conference 2013

Dates June 2013
Place Toronto, Canada
Title of presentation **Factors that improve examination of student degree projects**
Name of conference 46th Conference of the International Circle of Educational Institutes for Graphic Arts, Technology and Management (IC)

Dates November 2012
Place Madrid, Spain
Title of presentation **An International Approach to Assessment and Feedback within Collaborative Digital Media Projects**
Name of conference ICERI 2012 (International Conference of Education, Research and Innovation)

Dates November 2012
Place Madrid, Spain
Title of presentation **The use of Virtual Reality for High Fidelity Signage Prototyping in Wayshowing Course Modules – Benefits, Limitations and Student Pre-requisites**
Name of conference ICERI 2011 (International Conference of Education, Research and Innovation)

Dates November 2011
Place Madrid, Spain
Title of presentation **Intercultural Design Camp – Facing New Challenges in an International Cooperation of European Universities**
Name of conference ICERI 2011 (International Conference of Education, Research and Innovation)

Dates November 2011
Place Campus Norrköping, Linköping University
Title of presentation **Development of the examination of theses at undergraduate level.**
Name of conference 3rd Development Conference of the Swedish Engineering Programmes

Dates November 2010
Place Madrid, Spain
Title of presentation **The Intercultural Design Camp – a Collaborative Adventure in Developing Interdisciplinary Pedagogy and ”Internalization”**
Name of conference ICERI 2010 (International Conference of Education, Research and Innovation)

Dates December 2009
Place Vienna, Austria
Title of presentation **Experiences from teaching Wayshowing at Stuttgart Media University**
Name of conference Signo9

Dates October 2009
Place Gent, Belgium
Title of presentation **Trends in Media Consumption in western Europe**
Name of conference The 41th Conference of the International Circle of Educational Institutes for Graphic Arts: Technology and Management

Dates September 2008
Place Warsaw, Poland
Title of presentation **Experiences from starting a new study programme**
Name of conference The 40th Conference of the International Circle of Educational Institutes for Graphic Arts: Technology and Management

Dates No. 9, 2016
Title of article **Identification of skills gap in cross-media design and production in the creative industries at EU-level**
Name of Magazine International Circular of Graphic Education and Research

Dates October 2009
Title of article **Experiences from starting a new study programme**
Name of Magazine International Circular of Graphic Education and Research. Nr 2, 2009

Personal skills and competences

Mother tongue Swedish

Other language(s) Self-assessment European level (*)	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C1
Spanish	A2	A2	A1	A1	A1
Norwegian	C1	C1	B1	B1	B1
German	A2	B1	A2	A2	A2

(*) Common European Framework of Reference (CEF) level

Computer skills and competences

- European Computer Driving Licence
- Database: Advanced
- Internet/Mail: Advanced
- Presentation tools: Advanced
- Spreadsheet: Advanced
- Text processing: Advanced
- Advanced skills in desk top publishing tools for print and web
- Advanced skills in Adobe Acrobat

Institution building projects

Recent years I have initiated, planned and realized the Study program Graphic Design and Communication at Linköping University. The programme started 2006 and is now one of the most attractive study programmes of its kind in Sweden.

At Svensk Leca I built a smaller unit for communication and marketing and at VTI I developed and supervised a Pre-Media Unit for production of all communication in print and video, including planning, managing and supervising the activities, the human resources, and the budget of the division.

International and project management experience

I have a long broad experience of supervising International and National projects, both from my former positions at the Swedish National Road and Transport Research Institute (VTI) and LECA Sweden, as well as from my present position at Linköping University.

From September 2014 and 3 years on I was the coordinator of CIGN (Creative Industries Global Network). CIGN is a pan-European network for curricular development for the Creative Industries. It aims to identify sectorial skills-gaps, develop curricula to address these, and enable opportunities for future employment.

CIGN is an ERASMUS+ strategic partnership between Artevelde University College Ghent, Linköping University, Ryerson University Toronto, Stuttgart Media University and University of the West of Scotland.

Professional societies I am a member of

- International Circle of Educational Institutes for Graphic Arts Technology and Management (IC)
- International Institute of Information Design (IIID)