

Anton Stén

Creative Director / Art Director

Strandpromenaden 16
23439 Lomma
Sweden

Mobile: +46 733 - 142934

<http://www.antonsten.com>
anton@lepetitgarcon.com

Profile

I am a positive minded guy in my late twenties. I support Liverpool FC, love music and enjoy Apple products. I am happily married and have a wonderful dog named Meta.

I love French things.

I have nearly 10 years of experience (see below) in Art Direction and my strengths are strategy & concepts, design work ranging from corporate sites to web2.0 to fashion/lifestyle, trends in digital media and utilization of digital media.

Work experience

Creative Director, Mubito, Malmö Sweden - 2008 - 2009

Mubito offered a unique direct-to-consumer platform for the music and entertainment industry.

I had an overall responsibility for all creative work. I was also guiding and managing the creative team (both front-end coders and designers, around 10-15 persons) and I was responsible for developing the Mubito brand.

Senior Art Director, Bates Y&R, Copenhagen Denmark - 2008

Bates Y&R is winner of the Advertising Effectiveness Awards 2004-2008 in Denmark. I was responsible for concept creation as well as art direction for interactive media. I was also responsible for trends in digital media to ensure highest quality in creativity and effectiveness.

Clients: Chrysler, Dodge, Danske Spil, DSB, Mercedes-Benz and Post Danmark

Web Director, ANR.BBDO, Stockholm Sweden - 2006 - 2008

ANR.BBDO is considered amongst the best advertising agencies in Sweden and part of the BBDO network. I was responsible for concept creation and art direction and for interactive media. Managing projects in partnership with agencies like B-reel and Acne Digital and educating the company about digital media.

Clients: Bredbandsbolaget, Hyresgästföreningen, Mercedes-Benz, Arla and Folksam

Art Director, Starring, Stockholm Sweden - 2004 - 2006

Starring (formerly Moonwalk Sthlm and now Syrup Sthlm) is one of Sweden's most awarded agencies. I worked as an Art Director on major projects like amfpensions.se, ica.se, hm.com as well as Guldägget-winner Spray (Make Love not Spam).

Clients: AMF Pension, Pfizer, ICA, Björn Borg, Cancerfonden, Trygg Hansa, Ticket, H&M Rowells, SBAB and Spray

Art Director, Projector, Stockholm Sweden - 2002 - 2004

Formerly known as Kabel New Media, I was Designer / Art Director on major projects like gb.se and award winning campaigns for Absolut Vodka (Absolut Stella and Absolut Vanilia). I was also part of the creative team that was responsible for the

Strandpromenaden 16
23439 Lomma
Sweden

Mobile: +46 733 - 142934

<http://www.antonsten.com>
anton@lepetitgarcon.com

launch of Ben & Jerry's in Sweden.

Clients: GB Glace, Absolut Vodka, Electrolux, Ben & Jerry's and EMI Virgin

Design intern, Lateral, London United Kingdom - 2001

Design internship as a part of my education at Hyper Island. I worked heavily on interactive pieces for Levi's US as well as award winning campaigns for RSPCA.

Clients: Levi's, RSPCA and Boddingtons.

Freelance work / Founder, Le Petit Garcon 2003 - 2007

Art direction and animation work for selected clients, mostly within fashion, technology and music.

Clients: Nokia, Diesel, Tiger of Sweden and Blueprint. In partnership with Tina Ahl, Jung Relations and Ytterborn & Fuentes

Education

Hyper Island - School of New Media Design, 2000 - 2002

MUG - Medarbetarutveckling i grupp, 2001

Awards and achievements

Responsible for entire module: Portfolio at Hyper Island, Karlskrona (Digital Media) & Stockholm (Digital Media and Interactive Art Director) 2008-2009

Speaker at Hyper Island, Karlskrona 2005, 2006

Speaker at RMI Berghs, Stockholm 2005, 2006

The FWA - Björn Borg / Spring - Summer Collection 2006

Guldägg - Make Love Not Spam / Spray 2004

"Taschens 1000 favorite websites" - www.soulsampler.com 2002

Cresta Award Winner - Absolut Vanilia 2002

The FWA - Absolut Vanilia 2002

Cannes Cyber Lions Nominee - Absolut Vanilia

Revolution Awards - Best Campaign - Lost Change / Levi's 2001

NMA Effectiveness award - Charity Category - RSPCA Online 2001

Strandpromenaden 16
23439 Lomma
Sweden

Mobile: +46 733 - 142934

<http://www.antonsten.com>
anton@lepetitgarcon.com

Referrals/Testimonials

Creative Director at Mubito

“I had the pleasure to work with Anton on both a general and a project basis. Anton has a great knack of understanding not only the principles of design, but more importantly the user or commercial needs driving a particular creative challenge. We worked on numerous new media design and communication related projects together. Anton has a strong hands-on grasp of new media space and understands the implications of social networking and the new world of communication better than any creative I've met. I learn about a lot of new tools and apps from Anton. Personally, Anton is an intelligent, easy-going guy who's fun to work with. There's always time to discuss something interesting.”

Andrew Martyn , Founder , Mubito

“Anton is an excellent creative director combining efficiency with great openness and energy. We worked together in challenging conditions and achieved strong, tangible results. Anton is also a delight to spend time with and I consider him a friend as well as a valuable colleague.”

Michael Bayler , Owner , Michael Bayler and Associates

Senior Art Director - at Bates Y&R

“I think very highly of Anton. He understands (or writes) a concept beyond on- and offline level and is capable of transforming it into eye-catching, sometimes thoughtful digital communication. He understands the people-side of the net and is able to work with it - which is quite rare in the ad-business. On top of all that he has a really nice kind of non-swedish underplayed humour.”

Søren Nøhr , Partner, copywriter and creative chief , Bates Y&R

“Anton is a very talented creator and also a person that I have enjoyed working with immensely. A definitive strength of his is that his creative solutions are also valid from a commercial point-of-view without losing creative edge. Working with Anton means that, as a Project Manager, you can always be sure that you will be able to deliver to the client with quality and on time.”

Pål Katsler , Director, Digital Media , Bates Y&R

Web Director at ANR BBDO

“Anton is a valued co-worker, always delivering great design. He is also one of the most well-oriented online-art directors I ever had the pleasure of working with; always keeping an eye out for new trends within design and tech within the fields of digital media.”

Ulrika Schreil , Account Manager , ANR.BBDO