



HELLO! I'M HONEY

PROFILE

I'm an artist and art director from Copenhagen, and I'm currently freelancing as a design consultant and illustrator. I've spent the past 6 years as the Art Director and Artistic Lead for the social game MovieStarPlanet, creating the game's IP. I love being able to have fun with what I do and the people I do it with, and I've always brought a lot of passion to my work. I simply love everything design related, and I *really* love hot chocolate.

CONTACT



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SKILLS

- ART DIRECTION
- CHARACTER DESIGN
- GRAPHIC DESIGN
- ADVERTISING
- ILLUSTRATION
- BRANDING / IDENTITY
- PROJECT MANAGEMENT
- MARKET RESEARCH
- GAME DESIGN

EXPERIENCE

ART DIRECTOR @ MOVIESTARPLANET APS JAN 2008 - OCT 2014

I worked as the Art Director and Artistic Lead for the online and social game MovieStarPlanet, where I was in charge of the visual style, identity and vision for their flagship self-titled product. In addition to art, I was also heavily involved in game design features and general creative leadership, as well as creating graphic content and UI for the game.

ART DIRECTOR / GAME DESIGNER @ BOONIEVERSE AUG 2013 - NOV 2013

I created a character for MovieStarPlanet called a Boonie, which proved to be a huge success, so I designed an online and mobile game solely focused on the little creatures. I was responsible for the overall art direction and character design, making the graphics for the main anchor Boonies, as well as developing the gameplay with the design team. The game is about using cute attacks, collecting Boonies, customising them, and social gameplay.

ART DIRECTOR / GRAPHIC ARTIST @ BOONIE RESCUE AUG 2013 - NOV 2013

I was in charge of art direction and graphics creation for a Match-3 mobile and tablet game, based on the Boonie characters. I led the UI design of the game, picking out the app colors and the fluffy style of the interface, and I created the graphics for the mobile adapted Boonies.

GRAPHIC DESIGNER @ MYMOME FOR EGMONT 2009 - 2010

I created a series of fun graphics, icons and content for the teen social media platform MyMoMe.

ARTIST / SOCIAL MEDIA MANAGER @ POWERBABE FOR EGMONT 2005 - 2008

I worked as an illustrator and in-game content artist for Powerbabe, creating a variety of game assets with everything from clothes, hair, chatroom backgrounds, isometric furniture collections and more. I also served as a social media manager, managing the game's blog, running live in-game competitions, writing interviews with Danish and international celebrities, running the game's Facebook page, creating drawing tutorials and more.

GRAPHIC DESIGNER @ MULTIMEDIESTUDIET FOR TDC 2006 - 2007

I created a series of vector graphics and illustrations, to be used internally at the Danish company TDC to teach new employees about the company's services.

EDUCATION

DENMARK'S SCHOOL OF MEDIA AND JOURNALISM 2006 - 2009

BA in Graphic Communication

My Bachelor's project was an identity and ad campaign made to market Disneyland Paris to a Scandinavian audience, and was made in cooperation with the Walt Disney Company.

THE TECHNICAL ACADEMY OF COPENHAGEN 2004 - 2006

Multimedia Designer AK

This line included courses in programming, graphic design, sound design, game design, media and culture, and branding.