

I'm a digital designer & art director, who loves to create visually engaging user experiences. This is my resume.

PORTFOLIO
www.tmh.dk

Summary

Award winning senior designer with more than 14 years experience from leading digital agencies in Denmark.

I excel in both hands-on design, conceptual art direction, creative direction and complex user experience design.

Experience with both online & offline channels as well as social media, mobile, touch-interface and app-design.

Specialties

Creative direction, Art Direction & Design

Concept & Strategy

Managing design teams

Interaction design & User experience

Presentation and workshop execution

Achievements & Honors

Co-founder of Zupa - an interactive agency that is among the most award-winning digital agencies in Denmark and is consistently ranked top 3 in national agency image surveys.

Lead designer for an internet startup called Wosju. Wosju is an online/mobile tool that allows you to collect and filter data from various social media sites. Wosju was chosen by The Next Web to be featured as one of the most exciting internet startups in 2011.

Lead interactive designer for Orange in creating a worldwide Service portal based in Denmark. I co-managed a design- and UX-team of 15 people.

Several award wins and nominations at Creative Circle Award, Danish Internet Awards, The Golden @, Best of the Net, etc.

Judge at the New York Festivals International advertising award.

Experience

2010 - 2012 Independent Senior designer

With a main focus on digital design, user experience and interactive tools, doing mostly subcontract work for some of the largest agencies in Denmark, including ZupaRecommended, Kontrapunkt, Hjaltelin, Stahl & Co etc.

Notable clients: CPH (Copenhagen Airport), Wosju, Danske Bank (the largest bank in Denmark), IKEA, Park Inn, DFDS, Rockwool etc.

2003 - 2010 Senior designer, Creative lead & Partner at Zupa

Co-founded Zupa with 6 fellow co-workers. Zupa is just as much an online ad agency as an interactive agency. So besides doing websites, online campaigns and corporate sites we had an added focus on integration across both online and offline channels.

Notable clients: Danske Bank, Wonderful Copenhagen, Jabra, Radisson, Ladbrokes, YouSee, Royal Copenhagen etc.

2000 - 2003 Senior Designer at Cell Network

Cell Network was an international chain of agencies founded in Sweden.

Notable clients: Bang & Olufsen, Orange, Danish ministry of commerce

1998 - 2000 Senior Designer at MouseHouse

MouseHouse was the first danish Internet Agency.

Notable clients: Wonderful Copenhagen, The Danish Tourist Board, Mobilix etc.

1997 - 1998 Graphic Designer at Egeberg Interactive

Egerberg Interactive was part of Grey

Education

1996 - 1997

Studied graphic design, 3D and web development at various educational institutions in Copenhagen.

1993 - 1996

High School Degree from Ordrup Gymnasium

Personal Info

Tobias Happel

Norre Farimagsgade 25B, 1.

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Marital status: Single, no children

Languages: Fluent in english and scandinavian languages, French at High School level

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