



## FREDRIK DITTLAU

Creative Director based in Asia. With a background in journalism and more than 22 years of industry experience, for both print and online, the hard work has resulted with 20 international design awards.

Driving NewBase's award-winning approach to creativity, ensuring that groundbreaking, user-centered design was at the heart of everything created.


Taking the lead all four of the company's creative departments, from design and photography to video and production, across 360° marketing campaigns, print, web, mobile, and social media.


With a portfolio that includes work from a diverse range of clients, including Singapore Tourism Board, Qatar Foundation, Electrolux, Taiwan Tourism Bureau, Mitsubishi, HSBC and Economic Development Board of Singapore, among others.

### EXPERTISE

Conceptual Design  
Content Marketing  
Creative Direction  
SEO Optimisation  
Web Development  
Social Media Campaigns

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Swedish

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### PROFESSIONAL EXPERIENCE

#### CREATIVE DIRECTOR | NEWBASE CONTENT

thenewbase.com; newbasecontent.com

May 2014 – Present | Singapore

- Develop concepts for magazines, videos, websites, apps, advertising and promotional campaigns
- Overseeing creative consultations with clients to assure appropriate creative strategies, adequacy/accuracy of input, schedules, budgets, production support, necessary reviews and client presentations
- Storyboard videos and translate ideas to the creative team of art directors and designers
- Lead multiple projects from conception to completion in accordance with deadlines
- Recruiting and develop and manage the creative team
- Ensure all the organisation's or client's visuals are consistent with the overall brand

**Clients include:** Singapore Airlines, Taiwan Tourism Bureau (TTB), Singapore Tourism Board (STB), Hong Kong Tourism Board (HKTB), IKEA, Mitsubishi Motors Singapore, Electrolux, Medellin Tourism, Silkair, IMDA, Economic Development Board (EDB), DBS, CapitalLand, EU Holidays

#### CREATIVE DIRECTOR | SWITCH

switchsg.sg

Nov 2012 – May 2014 | Singapore

- Overseeing creative consultations with clients to assure appropriate creative strategies, adequacy/accuracy of input, schedules, budgets, production support, necessary reviews, and client presentations
- Ensuring timely development and execution of plan, campaigns, and projects to assure earnings, growth, and profit goals are achieved
- Planning and developing, budget recommendations, measurements and training requirements necessary to provide both profitable and quality service to clients
- Liaise with printers for print scheduling and quality control

**Clients include:** National Environment Agency (NEA), Economic Development Board (EDB), Frasers Hospitality, ONE<sup>15</sup> Marina Club, Singapore Tourism Board (STB), Republic Polytechnic (RP), Singapore Shipping Association (SSA), Société Générale, ASTAR

#### CREATIVE DIRECTOR | SWITCH

switch.ae

Aug 2008 – Nov 2012 | Dubai, United Arab Emirates

- Overseeing creative consultations with clients to assure appropriate creative strategies, adequacy/accuracy of input, schedules, budgets, production support, necessary reviews, and client presentations
- Ensuring timely development and execution of plan, campaigns, and projects to assure earnings, growth, and profit goals are achieved
- Planning and developing, budget recommendations, measurements and training requirements necessary to provide both profitable and quality service to clients
- Liaise with printers for print scheduling and quality control

**Clients include:** Her Highness Sheikha Moza bint Nasser Al Missned, wife of the Emir of Qatar, Qatar Foundation, Texas A&M University at Qatar, Weill Cornell Medical College in Qatar, Rotana Hotels, Dubai Airports, InterContinental Hotels Group, The Economist Group, HSBC, Abu Dhabi Commercial Bank, Emaar Hospitality, The Address Hotels + Resorts

#### SENIOR ART DIRECTOR | MOTIVATE PUBLISHING

motivatepublishing.com

Oct 2001 – Aug 2008 | Dubai, United Arab Emirates


- Oversee all creative projects and a team of 25 designers across 22 monthly magazines, marketing, book publishing, yearbooks & catalogues, ad campaigns, websites and cinema advertising
- Responsible for the overall quality of work produced by the creative department and to see that deadlines are met
- Budget, recruitment and staff training


**Clients include:** Dubai Trade Commerce and Marketing (Government of Dubai), Tourism Development Investment Company (Government of Abu Dhabi), Emirates Airlines, Air Arabia, Dubai Properties, Emaar, Cannes Lions International Advertising Festival, Executive Office of Sheikh Mohammed bin Rashid Al Maktoum, Prime Minister & Vice President of the UAE, Ruler of Dubai



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## SOFTWARES

Adobe InDesign



Adobe Photoshop



Adobe Illustrator



Adobe Dreamweaver



Adobe After Effects



Adobe Premier Pro



Adobe XD



WordPress



Keynote



## PROFESSIONAL EXPERIENCE CONT.

### ART EDITOR | FINANCIAL TIMES

ft.com

Jan 2000 – Sept 2001 | London, United Kingdom

- Managing and supervising busy design department
- Assisting, training and art directing, cover shoots, commissioning illustrations, liaising with photographers and stringers
- Budgeting, budget forecasts and recruitment

### ART EDITOR | AXIOM PUBLISHING

Nov 1998 – Jan 2000 | London, United Kingdom

- Managing and supervising a small design studio including liaising with photographers, freelancers and clients
- Bureau output, which includes film processing and Mac to PC solutions

### WRITER / DESIGNER | MARIEBERGS PLC

expressen.se

Aug 1995 – Aug 1998 | Stockholm, Sweden

- Designing pages, writing headlines and picture research, writing articles
- Responsible in assisting the Production Editor in all aspects of newspaper/magazine's production

## ACHIEVEMENTS

- 2018 Gold Astrid Awards *Best in Hong Kong – A Traveller's Guide*
- 2017 Grand Award of Excellence (APEX) *Priority* magazine
- 2017 Award of Excellence (APEX) *NYP Youth*
- 2017 Gold Astrid Awards *Discover Hong Kong – A Traveller's Guide*
- 2016 Grand Award of Excellence (APEX) *Singapore Garden Photographer of the Year*
- 2016 Award of Excellence (APEX) *BiZQ* magazine
- 2016 Award of Excellence (APEX) *Silkwinds* magazine
- 2015 Award of Excellence (APEX) *Priority* magazine
- 2015 Award of Excellence (APEX) *Renaissance* magazine
- 2014 MPAS Awards, Trade Front Cover of the Year *Frontline* magazine (Gold)
- 2014 MPAS Awards, In-flight Media of the Year *Priority* magazine (Gold)
- 2014 MPAS Awards, Public Media of the Year *Caring* magazine (Merit)
- 2013 Award of Excellence (APEX) for Publishing Excellence *Envision* magazine
- 2013 Content Marketing Awards *Envision* magazine (Bronze)
- 2011 Dubai Print Awards GCC *Excellency* magazine (Gold)
- 2007 Dubai Print Awards GCC *identity* magazine (Gold)
- 2007 Sharjah Emirate Book Award, Best Locally Published Book, *Snakes of Arabia* (Gold)
- 2002/03 IAA-GCC Awards, Retail Publisher Awards *Faces of the Emirates* (Silver)
- 2002 Avion Awards, Best Inflight Entertainment Guide *Serendib* magazine (Silver)
- 2001/02 Sharjah Emirate Book Award, Best Locally Published Book *Faces of the Emirates* (Gold)

## EDUCATION

### JOURNALISM & DESIGN (BA) | BONA FHSK

1995 – 1998, Motala, Sweden

Dissertation Topic: Expressen – the design analysis from 1945 to present day.

### ART & GRAPHICS | EDELVIK FHSK

1994 – 1995, Burträsk, Sweden

### COLLEGE, FOUNDATION ART & DESIGN | DANDERYDS GYMNASIUM

1988 – 1992, Danderyd, Sweden

References available upon request.