



## FREDRIK DITTLAU

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

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

Taking the lead all creative departments, from design and photography to video and production, across 360° marketing campaigns, UI/UX, print, 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, Audi, Citroen, Fuji Film, Hong Kong Tourism Board, Mitsubishi, HSBC and Economic Development Board of Singapore, DBS Bank, Emirates among others.

### EXPERTISE

Conceptual Design  
Content Marketing  
Creative Direction  
Usability Testing  
Interface Prototyping  
Website Analytics  
System Evaluation  
SEO Optimisation  
Web Development  
Social Media Campaigns  
Video Editing



10/04/1972  
Swedish



+65 8530 3092  
fredrick.dittlau@gmail.com



55 Telok Blangah Drive,  
Singapore 100055



fredrickdittlau.com  
facebook.com/fredrickdittlaudesign

### PROFESSIONAL EXPERIENCE

#### CREATIVE DIRECTOR | NEWBASE CONTENT

newbase.asia  
May 2014 – Present | Singapore

- Driving new business with client meetings, concept design development and presentations
- Overseeing creative consultations with clients to assure appropriate creative strategies, adequacy/accuracy of input, schedules, budgets, production support and necessary reviews
- Create UI design deliverables such as specifications, process flows, mockups, wireframes, interactive prototypes and research interface paradigms to maintain guidelines and interface
- Drive UX vision, create UX workflows and conducting usability testing, and facilitate design reviews with stakeholders
- End-to-end project management, creating brand identities and brand book creation
- Creating and managing integrated 360° campaigns, magazines and online projects
- Build WordPress sites, EDM creation and deployment, infographics and magazines
- 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, IMDA, Economic Development Board (EDB), DBS, CapitaLand, EU Holidays, Citroen, Audi, NUSS, Singapore Business Federation (SBF)

#### CREATIVE DIRECTOR | SWITCH

switchsg.sg  
Nov 2012 – May 2014 | Singapore

- Driving new business with client meetings, concept design developments and presentations
- Ensuring timely development and execution of plan, campaigns, and projects to assure earnings, growth, and profit goals are achieved
- Create UI design deliverables such as specifications, process flows, mockups, wireframe and interactive prototypes
- Liaise with printers for print scheduling and quality control

**Clients include:** National Environment Agency (NEA), Economic Development Board (EDB), Frasers Hospitality, ONE\*15 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



## FREDRIK DITTLAU

 10/04/1972  
Swedish


 +65 8530 3092  
fredrick.dittlau@gmail.com

 55 Telok Blangah Drive,  
Singapore 100055

 [fredrickdittlau.com](http://fredrickdittlau.com)  
facebook.com/fredrickdittlaudesign

## 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.