

CV

PEDER SANDQVIST

address Häradsgatan 22b
431 42 Mölndal
Sweden

tel +46 70 - 941 26 95
mail psqv@me.com
twitter @psqv
web www.pedersandqvist.com

Experience

2013 - present: Creative Technologist & Head of VR/AR , DigitasLBI Nordics

Founded the DigitasLBI VR/AR Lab. Learn more at: www.dlbivrlab.com

DigitasLBI VR Lab was founded in 2013, and is today one of the most recognised and awarded Virtual Reality innovation centers in the world.

We are true believers in the huge creative and communication potential VR offers to global brands as VR adds a layer of emotional impact to technology that has to be felt to be believed.

We strive to be a core contributor in the the AR/VR revolution, and ultimately help reshape communication as an art form.

2013 - 2014: Creative Producer, DigitasLBI Nordics

As part of the global launch campaign for the all-new Volvo XC90, my team at DigitasLBI created a unique virtual product experience utilizing cutting edge virtual reality technology. The experience, dubbed "A Swedish moment" allows visitors to VIP events, motor shows and Volvo Ocean Race to fully immerse themselves in the all-new XC90 and also experience the tranquility of Swedish nature. A combination of gorgeous 3D graphics, world class animation, a photorealistic environment and stunning sound design comes together to deliver a truly unique experience highlighting the essence of the Volvo Cars brand.

2013 - 2014: Project Manager & Creative Producer, DigitasLBI Nordics

Projects: My Volvo Lead Digital Agency, volvocars.com Lead Digital Agency

2010 - 2013 : Business Unit Director Digital Media Production, Spark Vision AB

Clients: Electrolux, Volvo Global Marketing, Team Volvo, Volkswagen Sverige, Scp, DDB, Ballingslöv, Jung Von Matt, Miele

2009 - 2010: Project Manager, Spark Vision AB

Projects: Volvo Global Advertising CGI, Ballingslöv online, Ballingslöv catalogue image production, Regency Kitchen, Mereway Kitchen, IKEA 3D asset production

2008 - 2009: Project Manager/Art Director, Bobby Works AB

Project: Gothenburg International Film Festival 2009 graphic identity

2007 - 2008: Projektledare, Spark Vision AB

Projects: Volvo Digital Showroom, Saab.com Design Your Car, IKEA 3D image production

2002 - 2007: Founder, Pixel Eye Studio

TV-ad production, animation, web development, 3D-visualization & illustration. Customers included Scania, Astra Tech, OBH Nordica, Bas Brand Identity, Goss, Stendahls, Momentum, as well as numerous other production & AD agencies.

2006: Office Manager, ProgramPaketet AB

2005 - 2006: Mac/Apple-technician, Innovationsbron Väst AB

1999 - 2013: Consultant, 3D-production, Trodeya AB

1997 - 2001: 3D-Illustrator & animator, Aniware AB

CV

PEDER SANDQVIST

address Häradsgatan 22b
431 42 Mölndal
Sweden

tel +46 70 - 941 26 95
mail psqv@me.com
twitter @psqv
web www.pedersandqvist.com

Internships

Vi Bilägare, automotive magazine; march/april 2006

Utbildning

IHM; 2011

- Business Leadership

Mälardalen College - Institution for Innovation, Design & Product Development

- Innovation technology IMTO (Product Design), 60 p; 2002 - 2005
- Innovation technology & Product Development, 40 p; 2001 - 2002

Studium; 2005 - 2006

- Communication & Media Diploma

Individual courses

- Visualization & sketching, 5 p; Mälardalen College
- Graphic Design, 5 p; Mälardalen College
- 3D-modellering, 5 p; Mälardalen College
- Information Technology, 5 p; Uppsala University
- Illustration basics; Art College
- Painting basics; Art College

Rudbeckianska High School; 1997-2000

- The Natural Science Programme

Awards & misc

- Finalist in "Swedish Design Award 2006" for Alcro Packaging design
- Written articles for Bilfeber.se, NollEtt, & Ritnytt
- Gold – Automotive, Epica (Volvo XC90 Virtual Sell-Out)
- Gold – New Technology, Danish Digital Award (Volvo XC90 Virtual Sell-Out)
- Gold – Innovative use of technology, Danish Internet Awards (Volvo XC90 Virtual Sell-Out)
- Gold – Travel & Transportation, Guldnyckeln (Volvo XC90 Virtual Sell-Out)
- Silver – International, 100-Wattaren (Volvo XC90 Virtual Sell-Out)
- Bronze – Campaign driven apps & sites, Creative Circle (Volvo XC90 Virtual Sell-Out)

Computer skills

Extensive experience with networking, trouble shooting & installation in Mac, Windows & UNIX environments. Avid Apple enthusiast since age four.

Extensive experience with UX/UI design & prototyping/ for iOS (iPad & iPhone).

Extensive experience sourcing, testing & setting up high end visualization hardware for real time 3D virtual reality applications.

Software skills

Unity 3D, Unreal Engine, Cinema 4D Studio, Microsoft Office, 3D Studio Max, Maya, V-Ray, Final Cut Pro, Adobe Creative Suite, After Effects, Autodesk VRED, Xcode (Swift)

Language skills

English - excellent written & oral skills

French - basic written & oral skills

CV

PEDER SANDQVIST

address Häradsgatan 22b
431 42 Mölndal
Sweden

tel +46 70 - 941 26 95
mail psqv@me.com
twitter @psqv
web www.pedersandqvist.com

References

Marcus Percival - Manager, Photography & CGI, Volvo Cars	tel. 072 - 371 67 53
Ingvar Ericson - VD, Trodeya AB	tel. 0481 - 515 14
Alexander Kallas - Delägare, 360 Film & Television AB	tel. 070 - 979 88 18
Christer Ahlund - VD, Bobby Works AB	tel. 031 - 762 59 00
Tobias Bodin - Delägare, Spark Vision AB	tel. 073 - 250 84 80

Additional references can be provided upon request.

Work samples

Visit: www.pedersandqvist.com (password: elephant)

About me

I am a curious creative technologist striving every day to help invent the future of communication.

I believe that when you combine creativity and technology in the right way, great things happen.

My goal is to be part of a great team inventing new ways to communicate using state of the art immersive technology, content and storytelling in harmony.

Growing up, I spent tens of thousands of hours drawing and building things with Lego. Combine these skills and you can create amazing 3D content. So from age thirteen I spent fifteen years as a 3D artist producing high end visuals for the web, TV, film and games.

Now, it turns out these skills combined are essential in the creation of quality VR/AR content. So, the past four years I have been exploring VR & AR, producing state of the art VR experiences that make people experience magic moments - including the multi award winning VR experience part of the global launch campaign for the all-new Volvo XC90, aiding the blockbuster online sell-out of all 1927 Early Edition cars in less than 47 hours.

My long experience in 3D-creation, art direction, graphic design and motion graphics allow me to address VR & AR projects with a unique eye for great experience design, immersion and usability.