

Work experience

Description	Year
CEO / Creative Director, Playcentric Studios, games, film, transmedia, experience design	2019 -
Creative Director/Game Designer; x-ode augmented reality	2022
Research Assistant, GameBling project and other game design related events, Concordia University	2021
Co-curator of the digital culture track at the Gothenburg Book Fair; Scandinavias largest cultural event	2020
Guest teacher Hyper Island, Berghs, University of Southampton, FutureGames (advanced game design etc)	2017-19
Speaker FutureFest, Slush, Internet Days, Glass Room Exp, WASP AI, GameTech, StoryTech, Women in games etc	2017-19
Creative Director & Head of Public Programs, The International Science Festival Gothenburg	2019
Producer/Designer; SEED (prev. Frostbite Labs), Electronic Arts / DICE, Stockholm & Los Angeles	2016-17
Lead Curator Tekniska Museet Game Exhibition Play Beyond Play, Stockholm	2016-17
Creative Director Music Tech Labs, Berlin & Helsinki/Slush	2016-18
Founder & Creative Director Epic Unidragon Game Art Gallery	2015->
Admin/Advisor/Volunteer for game industry organisations like IGDA Sweden, Game Dev Force, Diversi	2015->
Founder Playcentric Industries & Institute, game studio, game labs & immersive experiences	2015->
Speaker Digital Agenda Europe, Open innovation & Research conferences at the European Commission	2015-17
Creative Director/Founder Make change/Imagination festival & Electrodome festival for electronic arts	2014-6
Curator at the International Science Festival & Gothenburg Maker Faire	2014-16
Founder Collaboratory, game innovation lab with focus on game culture, film & maker culture	2009/11->
Game designer & process leader for an educational game about human rights by MR Piloterna	2014-15
Creative Director & Co-producer Axion, a game initiated at CERN with Tribeca Film Institute, several awards	2014
Creative Producer/Director at NYC based Reboot Stories www.rebootstories.com	2013 ->
Operations Manager at Nätverkstan Medialab, Gothenburg, Sweden	2013-14
Consultant game design, film, digitalisation, ethics in digital domains/AI, ICT, creative leadership, cityplanning	2012 ->
Jury at BAFTA Games, IndieCade, Dreamhack, Confusion Cosplay, Gotland Game Con, Brewhouse Awards	2012->
Guest lecturer Chalmers, Gothenburg Uni, SADA, HDK, GU Business & Law, UX, Game design KTH/Sthlm Uni	2012 ->
Story architect/Producer of community film project Spirit of Freerunning, selected for Cross video days Paris	2013 ->
Curator for film festivals: Voices from the Waters, Nordic Creative Commons Film Festival	2013
Creative Director & Producer of DIY days Gothenburg & Wicked Solutions Lab	2013 ->
Co-founder Playcentric Writers Room (writing for games/transmedia) with Mats Björkin, Gothenburg University	2013 ->
Learn Do Share, co-creator, designer & producer of book series, New York & global labs www.learnoshare.net	2012 ->
Story architect, communication strategist & transmedia consultant for production companies & studios	2011->
Creative Director/Game designer indie games & interactive installations: Gregor, Corridors of Time, Siku etc	2010 ->
Web design, brand communication, social media strategy for several projects & my own companies	2010->
Speaker/panels: TEDx, Slush Music, ADA design, Swedish Museums, GameOn, European Council, Edgeriders, FSCONS, Culture festivals, Arcintex, VG Region Digital Agenda, Science parks, Internet Freedom Day	2011 ->
Artist, film director; player in The Spiral, a LARP/game & TV series for Swedish Television www.thespiral.eu	2011-12
Break of Day (Gryning). Director feature film pre-production, script dev, casting, posters, storyboards & trailers	2012
Filmmaker/Director: Documentary interviews, activists, hackers, social entrepreneurs in diversity & inclusion	2012
Transmedia director; social media, photography for Swedish Television web series & music project at Göta Film	2012
CEO Story Architect. ICT, experience/film/game design, transmedia. www.storyarchitects.se	2011 ->
Collaborator Robot Heart Stories. Reboot education through storytelling www.roboheartstories.com	2011
Glennville Web Series. Transmedia director; script writer; coordinator at Gothenburg Film Studios	2011 ->
CEO Idun Design. Brand for fashion/wearable arts, freelance in interactive arts & film	2007-11
Director; scriptwriter; producer; costume designer; casting, photographer of art house film & musicvideos	2008 ->
Performance & circus artist. Fire breathing, choreographer; creative director; construction & costume for Gyöja, managing shows at concerts, galas, Gothenburg Opera, clubs, culture fests, film, music videos, commercials etc	1999->
Photographer: DIY days, Sunset Pictures gala Triad NYC, Ida Long tour NYC, PR, showreels, posters	2007->
Actress, film police stuntwoman, dancer; model and basic stunts for Swedish TV, film & musicvideos	2000->
Coordinator & Photographer Vittorio Storaro photo exhibition & master class at Röhsska Museum/Gbg Studios	2010
Mentor for teenagers, Mentor Sweden, and Mentor for students, interns and start-ups at my lab	2008 - 16
Security Guard, public events, mental hospitals, prison, youth clubs etc. Securitas, Cubsec	2008 - 09
Archaeological fieldwork in Kungälv, Vuollerim and other locations	2005 - 09
Librarian, The Nordic House in Reykjavik, also host at a few exhibitions, concerts & festivals there	2007
Research Assistant and data registration/digitisation for the medical industry, Organon, Gothenburg	2000 - 01
Engineering Assistant, data registration and field photography at construction sites, LCM/PEAB, Gothenburg	1990s

Exhibitions/screenings/awards

Description	Year
Several works exhibited at Concordia University, listed at https://imperceptible.space/	2022
Nordic Landscape photo collection, Sediton Digital Gallery	2021
TIME short film/musicvideo, with music by Marconi Union, selected for the Women Cinemakers biennale Berlin	2018
Cyborg music & video performance at Slush Music & Slush, including live biofeedback from the audience	2017
Heartbeats, audiovisual cyborg implant project & Cyborg Interface Instrument, several shows and demos	2017-19
SIKU interactive video installation with Synthestruct and Ida Long, Tekniska Museet Stockholm	2017
Music tech direction of performance with Peter Kirn, Victoria Modesta, MIT and several artists/musicians, Berlin Funkhouse	2016
Gregor arcade game, selected for IndieCade, Los Angeles, and on Kotaku's IndieCade top 10 list	2015
Corridors of Time, game installation, Skövde Art Museum	2015
Architecture & sauna building artists workshop at Frihamnen with art collective Raumlaborberlin & city office	2015
Elvens Beach, parkour sculptures, community project and AR game, exhibit at the city triennial & science fest	2015
Axion game. Winner at Filmlnteractive, Lodz, selected for Cross Video Days, Paris, and ICIDS Los Angeles	2014, 15, 16
Axion game. Presentation & installation at CineGlobe CERN, Tribeca Film Festival, TEDx & Electrodome	2014->
DIY & game design playshop and game exhibition, the Gothenburg Art Museum	2015
Finnish Society of Bio Art, Field_Notes Deep time, art research in Kilpisjärvi & symposium in Helsinki	2013
Piece with Kira O'Reilly, photo published by Marina Abramovic in Harpers Bazaar	2013
Common Roof, workshop/exhibition with Marjetica Potrc/Edi Muca. GIBCA roundtable at Röda Sten Art Hall	2013, 15
Director videos, wearable art and performance at Value biennial & Arturos wake, The Spiral TV & LARP game	2011-12
Brainfuck, winner of Experimental shorts category at the Indie Gathering International Film Festival, USA	2012
Älvsnaabben, Group exhibition at the Maritime Museum Gothenburg, winner of the art prize Gold room 2011	2011-12
Art Takes Times Square. Photo exhibition at the billboards in Times Square New York, and book prints	2012
Brainfuck. Short film selected for Gothenburg Film Festival Dragon awards web contest	2012
Rite de Controle. short film screened at Theatre Trixter, SOLO	2012
Urban sound/Älvsnaabben live. Audio art at the Älvsnaabben-boat, Gothenburg Art Biennial	2011
Curator & Director of videos for the exhibition Anatomy of a Moment. Gallery Rotor	2011
Sound documentary Talking to neurons. Finalist Radio short dox, Tempo Documentary Festival, Stockholm	2011
Screening of Idun video at the Shanghai International Film Festival in China	2011
Curator Gallery Experimentell exhibitions, Valand School of Fine Arts and Gothenburg Art Biennial	2011
Finalist with Neuro dress and mask at the World of wearable art contest, New Zealand	2011
Street performance, knitted mask designs & videos at the Polar Prize party, Riche, Stockholm	2010
Several improvised performances & video recordings in New York for psychogeography short docs	2010
Video exhibition, Intermix Gallery at Club Carnival, New York	Aug 2010
The Real Radio Show, live interview, photo & fashion exhibition at Times Square, New York	Aug 2010
Art exhibition and fashion show/performance, The Art of Fashion at Club Carnival, New York	Aug 2010
Dance, improvised performance at the Figment Art Festival, New York	June 2010
Collaborative installation and performance Art+Science, Gallery Rotor	May 2010
Atalante – Hällplats 1 & 2. Screening short film, sculpture and knitted installation	Nov 2009
Photo exhibitions, participatory sculptures, video installations and performances at Culture festivals in Sweden	2009-15
Sculpture & collective knitting at Valand School of Fine Arts final event & art marathon for Bergsjön Public	July 2009

Master classes and non-academic courses, selection

Rokoko, Rvk Uni, Paul Debevec	Motion capture hackathon Rokoko and 3D scan/light lectures with Debevec, Reykjavik University, 2015
Spelministeriet/Kulturkraft	Game design, Malmö, 2013
Eric Kress & Benjamin B	Cinematography master class and film light workshop, 2011
Dance New Amsterdam	International dance program at DNA, New York, 2010
Vittorio Storaro	Master class: Writing with light, 2009/10
The film training company	Cinematography and Film production classes. Gothenburg Film Studios, 2009-10
Mentor Sweden	Communication, conflict handling, teenager mentality, drug prevention, 2009
Trappan/SEAS	Objects, histories, metaphors. Workshop with Nedyalko Delchev, 2008
Trappan/University of film	The filmic components, Script writing, Lena Runge, and Costume and mask for film/TV
Swedish Film Police	Weapon handling, stage-fight, basic stunt driving, police skills for film, 2007/8
Enforex, Barcelona & Marbella	Spanish, advanced level, 2000
ABF/Komvux	Webdesign, Image/Form, Drama, Digital art, Organisation/Leadership, Business Economy, 99-01
Sigrid Rudebeck Gymnasium	Social sciences program with jazz dance as minor, 1998

Academic courses, (60 HP = 1 year), MFA Film 2013, MFA Archaeology 2007, PhD Fine Arts/Game Design in progress

Game design theory & research, Concordia University Tiohtià:ke/Montréal, 2021	3 Units
Interaction Design, Concordia University Tiohtià:ke/Montréal, 2021	3 Units
Art and Game Culture, Valand Academy of Fine Arts and Skövde Game University, 2015	15 HP
Curator/Creative Director, specialisation in moving image. Valand Academy of Fine Arts, 2013. Master of Fine Arts in Film	60 HP
Crossmedia and Entrepreneurship, Stockholm Academy of Dramatic Arts and KTH Kista, 2012	15 HP
Film Studies, Gävle University, 2012	7,5 HP
Curatorial Methods Concerning Collections and Archives, Valand Academy of Fine Arts, 2011	7,5 HP
Visualisation in Architecture, Art and Design, Chalmers University of Technology / IT University, 2011	9 HP
Digital Movie Making, Chalmers University of Technology / IT University, 2011	7,5 HP
Curating and Cultural Production Strategies, Valand Academy of Fine Arts, 2011	18 HP
Urban Sound, Valand Academy of Fine Arts, 2011	18 HP
Crossmedia/Transmedia –from storytelling to distribution, Stockholm Academy of Dramatic Arts, 2011	30 HP
Neuropsychology and Cognitive Neuroscience, Gothenburg University, 2011	3,5 HP
Cognitive Science, Chalmers University of Technology, 2011	15 HP
Metacognition, Blekinge Technical University, 2010	7,5 HP
The Mask of Beauty, Gotland University, 2010	7,5 HP
Crime Scene Archaeology, Umeå University, 2010	7,5 HP
Media Art. Art + Science: Collective/Collaborative/Communal, Valand Academy of Fine Arts, 2010	7,5 HP
Light Design. University of Photography, Gothenburg, 2010	7,5 HP
Video: editing/production, University of Photography, Gothenburg, 2010	7,5 HP
Smart Textiles and High-tech Clothing, and Digital Fashion Sketch, Borås University, 2009	10,5 HP
Digital Photography, University of Photography, Gothenburg, 2009	15 HP
Art in Public Spaces, Bergsjön Public, Valand Academy of Fine Arts, Gothenburg, 2009	9 HP
Scriptwriting for documentary and short film, Halmstad University, 2009	7,5 HP
Fashion and Film, gender representation, Swedish Film Institute and Stockholm University, 2009	15 HP
Archaeological Field-course, Gothenburg University, 2008	7,5 HP
Themes in Icelandic Archaeology & Viking Age Archaeology, University of Iceland, 2007	20 ECTS
Information Management, Södertörns Högskola, 2011	1,5 HP
Icelandic, conversational practice, University of Iceland, 2007	6 ECTS
Icelandic Culture, University of Iceland, 2007	10 ECTS
3D-modelling and Animation, Open Source, Gävle University, 2007	7,5 HP
Physical Geography: Climate, Human, Society, Gothenburg University, 2007	7,5 HP
Archaeology C/D, Gotland/Uppsala and Gothenburg University, 2006-2007. Master of Science/Art	60 HP
Earth sciences: Natural Hazards, Gothenburg University, 2007	7,5 HP
Earth sciences: Geology, Gothenburg University, 2007	10 HP
Evolution of Life, Stockholm University, 2007	6 HP
Dinosaurs, Stockholm University, 2007	7,5 HP
Ethnoarchaeology, Gotland University, 2006	15 HP
Geographical Information Systems (GIS), Archaeology, Gothenburg University, 2006	7,5 HP
Geological Processes on Iceland, Umeå University and excursion in Iceland, 2006	7,5 HP
Archaeosteology, Gotland University, 2005	7,5 HP
Clouds and Weather, Gothenburg University, 2005	7,5 HP
Icelandic Literature, University of Iceland, 2005	7,5 HP
Icelandic A, Gothenburg University, 2005	7,5 HP
Scandinavian History of Religions, Umeå University, 2005	7,5 HP
The Viking Society, Gotland University, 2004	15 HP
Archaeology A/B, Gothenburg University, 2004	60 HP

Software/Hardware:

Adobe Premiere, Photoshop, InDesign, Final Cut 7, Wordpress, Front Page, Dreamweaver etc. All common PC and Mac software for image and text editing, keynote/PP presentations, film script writing and flow charts. Most organisational systems like Confluence, Trello, Slack, Jira, Filemaker, Discord, Asana. Basic understanding of game engines like Unity, Unreal, Frostbite, Pico8, Twine, Bitsy, GB studio and ware like Max, Reaper, Blender, Processing, Arduino, Raspi, RFID related tech & implants, EEG sensors, and VR, AR, photogrammetry, mocap, prototyping related tools.