

Peter Rössell

Digital Art Director / Head of Design

Copenhagen, Denmark

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Summary

As a visual designer with 10+ years of hands-on product design experience, my role is now digital and I partner with product, engineering, and research to ensure projects are well-defined, high impact, and successfully executed. I am passionate about crafting compelling digital user experiences focusing on human needs, user motivation and engagement.

Using visual tools, strategic vision and business acumen to deliver high-impact marketing, print-design, and e-commerce projects. Intuitively adapting to new technology and innovative processes while ensuring compliance with corporate standards.

This is essential in everything I do.

Professional Skills

10+ years of hands-on product design experience | Adobe Creative Suite | Microsoft Office Suite | User Interface (UI) Design | User Experience (UX) Design | Wireframing | Marketing Design | HTML | CSS | Bootstrap | Marketplace Platforms | e-commerce | Design Management

Personal Skills

- Collaborative, low-ego approach to working with others.
- I love to win, but helping the team win gives me greater joy.
- I speak tech, exec and board.
- I tell great narratives that motivate.
- I take responsibility very seriously.
- I am constantly learning because I never settle.
- I stay calm when faced with adversity.
- I focus on making high-quality decisions.

Social Skills

I enjoy team events like lunch and learns, show and tells, monthly town halls and other activities where ideas are shared, challenges made, and inspiration gathered.

Friday is something special, let's enjoy a beer together.

Experience

Head of Design

Eovendo

May 2015 - Present (5 years +)

Responsible for the brand's visual identity in all digital channels.

Working with brand identity and communication, multi-channel communication strategy and execution, e-commerce, marketing, ux and usability, social media, app conceptualisation and design, mobile marketing

and design, CRM, advertising campaigns. Development of skills and competences according to inhouse design thinking.

Creative Director / Owner

Powerpop

2010 - May 2015 (5 years 5 months)

Graphic design, concept development, editorial design and layout, visual identity, e-commerce.

Senior Art Director

iPosen

2014 - 2015 (2 years)

Responsible for the brand's visual identity and communication (design and copy).

Concept development and design, e-commerce, product and image campaigns, marketing, advertising campaigns, new business development.

Head of Design

Onfone

May 2010 - Jul 2012 (2 years 3 months)

Head of the creative team (design and copy).

Development and execution of Onfone's brand identity and communication, integration of design culture, development and integration of design system methodologies, design thinking and processes, e-commerce, marketing, ux and usability, CRM.

Art Director

Danesadwork

Sep 2005 - Dec 2010 (5 years 4 months)

Visual identity and branding, concept development and design, product and image campaigns, ux and usability design, storyboards, industrial design, packaging, advertising strategies and execution.

Selected client list: Ann Hagen, April Records, BLU, BMW, British Midland Airlines, Carlsberg Group, Copenhagen Music Week, Imedeem, Københavns Lufthavne, Medicoindustrien, Nokia, PDH Music, Ramlösa, Royal Beer, Schweppes, Sommersby, Sony Records, Tuborg International, Vega, Wonderful Copenhagen.

Art Director

Triptykon

2000 - 2003 (4 years)

Visual identity and branding, concept development and design, product and image campaigns, ux and usability design, storyboards.

Selected client list: Casablanca Film, COP17, Danmarks Radio. Folketinget, IHF, Kulturbro 96, Kunststyrelsen, Louisiana, Michael Carøe.

Education

The Royal Danish Academy of Fine Arts

1985 - 1992

The Royal Danish Academy of Fine Arts' Schools of Visual Arts fall under the auspices of the Danish Ministry for Culture.

The objective of the study programme is to develop artistic practices and prepare for a subsequent career as professional artists. This is done through one-on-one tutorials, extensive instruction in technical, practical

and theoretical aspects of art, and through collective discussions and critical analysis of the work done by students and by other artists.