

REYNIR PÁLSSON
CURRICULUM VITAE



EMPLOYMENT

INFORMATION & DIGITAL DESIGNER

REYNIR PÁLSSON

JANUARY 1999 – PRESENT

SENIOR WEB DESIGNER

SKAPALÓN

NOVEMBER 2012 – PRESENT (3 YEARS 10 MONTHS)

Primary responsibilities included UI/UX for web and application design projects as well as providing support to junior designers and overseeing design aspects of various projects. I am fortunate to work with a lot of talented people in a dynamic environment assisting good clients that include Inspired by Iceland, Landsvirkjun, Alvogen, Dominos, Borgun, Íslandsbanki, Tix, Íslandshótel, Nox Medical and InExchange to name a few.

INFORMATION & WEB DESIGNER

VÁTRYGGINGAFÉLAG ÍSLANDS

DECEMBER 2009 – NOVEMBER 2012 (3 YEARS)

My main responsibilities were UI/UX design on a internal project/software solution called “Midgard” which was a centralized web based system that combined many different processes within the company, including integration with SAP, AS400 system, DK, etc. As well as working on this project I was also involved in various other design duties within the company such as creating/maintaining quarterly reports, annual reports presentations, various printed material and other “non-digital” assets.

WEB MANAGER

STRAUMUR INVESTMENT BANK

SEPTEMBER 2007 – APRIL 2009 (1 YEAR 8 MONTHS)

In the autumn of 2007 I started working in the Corporate Communications division of Straumur Investment Bank as a designated Web Manager. My main roles were to develop and maintain the bank’s external websites for it’s then ten locations worldwide as well as building up and maintaining the pan regional intranet for the bank’s operations. As well as those responsibilities I was in also in charge of maintaining the global brand identity that included quarterly/annual reports, all design for printed material and digital design for various mediums.

SPEAKER / TEACHER

REYKJAVIK UNIVERSITY

MARCH 2007 – MARCH 2009 (2 YEARS 1 MONTH)

In the spring of 2007 the Reykjavik University started a extended education program called “Vefstjórnun” (“Web Management”) open to and mainly focused on web editors and web masters working in the corporate sector. I have been teaching a class in that program called “Web design and accessibility” for the past 2 years.

DESIGN DIRECTOR & INFORMATION ARCHITECT

HUGSMIÐJAN

JANUARY 2004 – SEPTEMBER 2007 (3 YEARS 9 MONTHS)

While working as a web designer and information architect at Hugsmiðjan I was fortunate enough to work closely with many of Iceland's largest and successful companies, including: Icelandair, Glitnir, Skýrr, Straumur, Iceland Express, Úrval Útsýn, Stjórnarráð Íslands (Icelandic Government), Nova, Já.is (Nat. Telephone Directory), N1, FL Group, KSÍ (Icelandic Football Assc.), KPMG, Industria, Vodafone, Bakkavör Group and Marel Food Systems to name but a few.

MULTIMEDIA & GRAPHIC DESIGNER / CO-FOUNDER

NÝJASTA TÍSKA & VÍSINDI

JANUARY 2003 – DECEMBER 2004 (2 YEARS)

Co-founding a small startup alongside good friend Agnar Tr'Lemacks working for entities such as Iceland Airwaves, Björn Bjarnason and Sjálfstæðisflokkinn (Icelandic Independence Party) as well as other clients, today „Nýjasta Tíska & Vísindi“ is better known as J&L (Jónsson & Le'Macks) and is one of the leading advertising agencies in Iceland.

WEB & MULTIMEDIA DESIGNER / CO-FOUNDER

CAOZ

JANUARY 2001 – DECEMBER 2003 (3 YEARS)

At the start of 2001 me and my fellow teammates from the OZ marketing department started our own company which was and is called CAOZ, a new media design company focusing on web and television, print and multimedia work. Back in the day CAOZ is Iceland's most energetic and talented 3D animation studios, working for the advertising industry but are mostly known for their only full Icelandic 3D theatrical release, Litla Ljóta Lirfan.

WEB INTEGRATOR

OZ.COM

DECEMBER 1999 – DECEMBER 2001 (2 YEARS 1 MONTH)

By the end of 1999 I started working as a web integrator and designer at OZ.COM in their marketing and design department. While working for OZ.COM the company received numerous nominations and awards for their website and presentation from the likes of Forbes Magazine, Yahoo! Internet Life and SIME awards.

WEB DESIGNER

NETTÆKNI / ALÞJÓÐLEG VIÐSKIPTAKERFI

JANUARY 1999 – DECEMBER 1999 (1 YEAR)

Started working at Nettækni (Network Technology) / Alþjóðlega Viðskiptakerfi (International Business Solutions) as a web designer and programmer, also working on in-house projects such as Teleflexe, a automated billing system for phone-sales and marketing.

SKILLS / EXPERIENCE

PRIMARY

WEB DESIGN
UI DESIGN
UX DESIGN
MOBILE APPLICATION DESIGN
INFORMATION ARCHITECTURE
WEB DEVELOPMENT
GRAPHIC DESIGN
ACCESSIBILITY
TYPOGRAPHY

SOFTWARE

PHOTOSHOP
ILLUSTRATOR
SKETCH
INVISION
INDESIGN
ACROBAT
VARIOUS PROTOTYPING TOOLS
(INCL. AXURE XP, ATOMIC, FLINTO, ETC.)
VARIOUS PM TOOLS/PRACTICES
(INCL. JIRA, TRELLO, PRINCE2, ETC.)

SOFTWARE SECONDARY *

FIREWORKS / FLASH
HTML / CSS
QUARTZ COMPOSER
ADOBE AFTER EFFECTS
AUTODESK MAYA
UNITY ENGINE BASICS
UNREAL ENGINE BASICS

OS/PLATFORMS

WINDOWS
MAC OS X / IOS
ANDROID / CHROME OS
UNIX / LINUX
XBOX / PLAYSTATION

* BASIC KNOWLEDGE OF / NOT FREQUENTLY USED

PERSONAL INTERESTS

GAMING
ELECTRONIC MUSIC
SCI-FI
PHOTOGRAPHY / VIDEOGRAPHY
HOME AV SYSTEMS
VARIOUS COMICS/GRAPHIC NOVELS
ASCII/ANSI (OLD SKOOL GRAPHICS)
AUTOMOBILES / CARS
MOUNTAIN BIKING
ANDROIDS THAT DREAM OF ELECTRIC SHEEP

AWARDS & NOMINATIONS

SVEF AWARDS 2015

1ST PLACE - "BEST ICELANDIC WEBSITE" - WWW.TIX.IS

NOMINATION - "BEST SMALL TO MEDIUM SIZED COMPANY WEBSITE" - WWW.TIX.IS

NOMINATION - "BEST CUSTOMER SELF-SERVICE WEBSITE" - WWW.SIMINN.IS

SVEF AWARDS 2014

NOMINATION - "BEST CORPORATE WEBSITE" - WWW.CREDITINFO.IS

NOMINATION - "BEST CORPORATE WEBSITE" - WWW.SIMINN.IS

SVEF AWARDS 2013

NOMINATION - "BEST CORPORATE WEBSITE" - WWW.SIMINN.IS

SVEF AWARDS 2010

NOMINATION - "BEST SALES & PROMOTIONS WEBSITE" - WWW.RING.IS

SVEF AWARDS 2008

NOMINATION - "BEST CORPORATE WEBSITE" - WWW.MAREL.COM

TFM AWARDS 2007 UK

1ST PLACE - "BEST WEB DESIGN" - WWW.ICELANDAIR.CO.UK

SVEF AWARDS 2006

1ST PLACE - "BEST CORPORATE WEBSITE" - WWW.ICELANDAIR.COM

1ST PLACE - "BEST ONLINE SERVICE WEBSITE" - WWW.ICELANDAIR.COM

NOMINATION - "BEST CORPORATE WEBSITE" - WWW.TRYGGINGAMIDSTODIN.IS

SVEF AWARDS 2003

1ST PLACE - "BEST PERSONAL WEBSITE" - BJORN.IS

NOMINATION - "BEST ONLINE PUBLICATION" - WWW.FRELSI.IS

SIME AWARDS 2001 SWEDEN

1ST PLACE - "BEST ASH SITE" - WWW.CAOZ.COM

FORBES MAGAZINE 2000

NOMINATION - "BEST CORPORATE WEBSITE" - WWW.OZ.COM

YAHOO! INTERNET LIFE 2000

NOMINATION - "BEST CORPORATE WEBSITE" - WWW.OZ.COM

CLIENTS

INCLUDE

112 (EMERGENCY / POLICE)
ACTIVITY STREAM
AIRSERVER
AKUREYRARBÆR
ALVOGEN
ARCTIC CIRCLE
ARION BANKI
ARKITEKVTAFÉLAG ÍSLANDS
ATVINNUMÍÐLUN STÚDENTA
AURORA HOLDING
BAKKAVÖR GROUP
BASIS
BBC
BETWARE
BORGUN
CINTAMANI
CREDITINFO GROUP
DOHOP.COM
DOMINOS
ELÍSABET
ERGO
EXPRESS FERÐIR
FJÖLGREIÐSLUMÍÐLUN
FL GROUP
FLYWARE
FOCAL
FORSÆTISRÁÐUNEYTIÐ
(PRESIDENTIAL OFFICE)
GEISLAVARNIR RÍKISINS
GESTGJAFINN
GLITNIR
HAMPIÐJAN
HÁTÆKNI
I8 GALLERY
ICELAND AIRWAVES
ICELAND EXPRESS
ICELAND TRAVEL
ICELANDAIR
ICELANDAIR GROUP
INDUSTRIA
INEXCHANGE
ISAVIA
ÍBÚÐALÁNASJÓÐUR

ÍSLANDSHÓTEL
KPMG
KSÍ
LANDSVIRKJUN
LAZYTOWN
LISTASAFN REYKJAVÍKUR
LOTTÓ
LS RETAIL
LÝÐHEILSUSTÖÐ
MAGNET
MAREL
MASTERCARD
MP FJÁRFESTINGABANKI
N1
NORDIC PHOTOS
NOVA
NÝHERJI
OLÍS
PEGASUS
RÍKISKAUP
RÚV
SAMSKIP
SAMTÖK IÐNAÐARINS
SELTJARNANESBÆR
SÍMINN
SJÁLFASTÆÐISFLOKKURINN
SKÝRR
SOS BARNAÞORP
STEF
STJÓRNARRÁÐ ÍSLANDS
STRAUMUR
STRÆTÓ (BUS.IS)
SUMARFERÐIR
TIX
TRYGGINGAMIÐSTÖÐIN
UMHVERFISSTOFNUN
UTANRÍKISRÁÐUNEYTIÐ
ÚRVAL ÚTSÝN
VEGAGERÐIN
VIÐSKIPTABLADIÐ
VÍS
VODAFONE
WESTERN CANADA LOTTERY CORPORATION

AND MORE...


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