

## Curriculum Vitae 25/05/03

**Name:** Christian Mark Rødland

**Nationality:** Dual Norwegian & British

**Date of Birth:** 20th September 1973

**Agent Contact:** Janine Hall at Gabriele Skelton Limited  
146 New Cavendish Street  
London W1W 6YQ  
020 7580 0666 janine@gabrieleskelton.co.uk  
*This cv is provided in strict confidence and subject to our terms of business*

**Direct Contact:** 07967 728870 (mobile)  
Christian@touchinteractive.com

**Web:** www.touchinteractive.com

  

**Key Experience:** Founder of Touch Interactive

5 years full-time professional experience

1 year freelance experience prior to above

**Key Qualifications:** MA Industrial Design

BA(Hons) Industrial Design Marketing

**Key Skills:** Strong design portfolio of interactive products & new media

Advanced computer skills in digital media and 3D

Written articles for and had work shown in NewDesign magazine and C3 magazine

Fluent English and Norwegian

  

**Key Accounts:** GNER, Footlocker, Royal National Theatre, Spafax, Rotovision, Black Dog Publishing, Team Research Consultancy, Christian Scott, Nettlefolds, JC Rennie, Alexanders of Scotland, Score Group plc, Century One Publishing, Info Research, Mono, Media Fusion, Sleek City Records

## Professional Experience

1999 - Present  
*Permanent*

Founder and Director  
Touch Interactive Ltd., London, UK

Touch Interactive is a one-man ltd company and the trading name of Christian Mark Rødland. This allows Christian the flexibility of working at both a freelance and professional level either with clients directly or within a company or agency as a consultant, usually on-site. The company offers a wide range of design services reflecting the skills acquired by Christian: mainly interaction design (for interactive products and new media), consumer product design, high-end 3D.

Key accounts include GNER (web - flash/e-commerce), Footlocker (3D packaging), Royal National Theatre (digital 3D for Coast of Utopia), Spafax (web), Rotovision (3D), Black Dog Publishing (web), Team Research Consultancy (web), Christian Scott (web - e-commerce), Nettlefolds (web - e-commerce), JC Rennie (web), Alexanders of Scotland (web), Score Group plc (web), Century One Publishing (web), Info Research (web), Mono (new media, 3D), Media Fusion (3D), Sleek City Records (web - flash/e-commerce, cd-rom)

1998 - 1999  
*Freelance*

Freelance Product and Interaction Designer, London, UK

Key accounts included UK Systems Solutions (product), Global Leisure (UK) Ltd.. (product), Score Group PLC (web), JC Rennie (web). After securing clients at a freelance level establishing Touch Interactive was a natural progression.

1995 - 1996  
*Permanent*

Designer / Design Engineer  
Score (Europe) Ltd.

Responsibilities included the design and reverse engineering of valve / valve related engineered products, setting up the design department with AutoCAD for the digital production of valve related products, teaching design staff in the use of AutoCAD (2D drafting & 3D), 3D modelling and rendering for product visualisation, exhibition design for trading events, design marketing and website design.

1992 - 1995  
*Summer Placements*

Designer/Visualiser  
Score (Europe) Ltd.

Summer months during undergraduate degree spent visualising (using magic markers) the interior of valve and valve related products as well as a short spell in Score's Norwegian office.

What a client has kindly said about me:

*"I was extremely pleased with how you handled the project, and you certainly vindicated our choice to go with a small rather than a large company, fulfilling our expectation of receiving a more personal and attentive service. The key thing was how responsive you were to our feedback. You were not at all precious and responded effectively to every one of our points. At the same time, you preserved the integrity of your concept and introduced several attractive design/viewing elements of your own that make the site look and operate differently, in small but significant ways. You were also fast in responding to our feedback and pro-active in pushing the process forward. When it came to loading up the site, you worked hours on end to make sure it all got there. The site we now have is absolutely faithful to our original brief, and the initial feedback I have been receiving confirms this".*

Graham Booth, Managing Director,  
Team Research Consultancy  
<http://www.teamrc.co.uk/>

## Education

- 1996 - 1998** MA Industrial Design Central Saint Martins  
Major Project: Real Tools for Virtual Objects  
The development of input devices for generating 3D digital objects
- 1992 - 1995** BA(Hons) Industrial Design Marketing (2:1) University of Teesside  
Major Project: Electronic Pasta Cooker
- 1990 - 1992** 3 Scottish Highers  
English, Art & Design, Technical Drawing
- 1986 - 1990** 7 'O' levels & Equivalent  
Art and Design, Technical Drawing, English, French, Mathematics, Physics, Geography

## Computer Skills

Use web and graphic programs extensively throughout my work on Mac and PC platforms. Have extensive experience of utilising the latest software applications for various objectives. Working knowledge of the following:

- WYSIWYG** Golive, Dreamweaver, Flash, Director
- Code** HTML, DHTML, CSS, JavaScript, ActionScript, Lingo  
Also experienced in working with backend systems such as PHP, Java, MySQL, Apache, TomCat
- Graphics** Photoshop, ImageReady, Illustrator, Freehand
- 3D** Vellum Cobalt (Vellum Solids), Form-Z, AutoCAD, ElectricImage Universe, Rhino
- 2D Animation** Flash, Premiere, After Effects
- CAD / 2D** Vellum, AutoCAD, CADtools for Illustrator
- DTP** Quark, Indesign, Acrobat, Word

## Design Achievements

Written two design articles and had work showed: C3 Magazine (December 1998), New Design Magazine (Issue 5, September 2001)

New Designers Exhibition 1995

Regular attendee of Innatown Design and Innovation Festival, Ålesund, Norway

## Languages

English & Norwegian. Learning Spanish.

## Interests outside design

Skiing, Cycling, Football (West End league), Travelling, Spain