Fredrik Averin,
Design Director & Graphic Designer[1]

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(503) 515-5796

Professional summary

Hands-on design director and graphic designer with deep experience in visual identity, design systems, rebranding, and integrated communications. Leads projects from early brand strategy and concept development through design and implementation. Works remotely, both directly with clients and alongside agency and in-house creative teams, bringing a clear point of view, sound judgment, and an efficient, collaborative approach to solving creative business problems.

Core expertise

Design direction, creative direction, art direction, graphic design, brand identity development, responsive mark and symbol design, scalable identity systems, rebranding, brand guidelines, accessibility-conscious design, web design, interactive experiences, integrated and social campaigns, digital and print communications, advertising, packaging design, book design, typography, creative team leadership, brand strategy and positioning, and naming.

Professional experience

Design Director & Graphic Design Consultant

Independent practice
September 2016–present, Portland, OR, San Francisco, CA, Seattle, WA

- Since 2020, have delivered branding projects for 29 clients, primarily rebrands, working remotely from discovery and strategy through creative direction, hands-on design, and implementation.
- Since 2021, partner directly with a fintech startup's CMO, providing creative strategy, creative direction, art direction, and hands-on design and production across branding, advertising, digital experiences, video, events, and marketing communications as the company's annual recurring revenue (ARR) grew 7×.
- Apply a proven identity-development process refined over decades to create marks and symbols, brand guidelines, and scalable visual identity systems built around a clear idea, with speed and efficiency.
- Partner with client leadership to understand their businesses and define brand positioning, mission, vision, and values, translating strategic decisions into clear creative direction.

Creative Director, then Lead Creative Director

Razorfish/SapientRazorfish
May 2011–August 2016, Portland, OR

- Led creative direction while remaining actively involved in developing projects across brand identity, product, digital, retail, and integrated campaigns.
- Worked across five Microsoft business and product groups, including Xbox interactive campaigns, wearable technology product launches, online retail experiences and sales tools for Windows resellers, and two global launches of Office packaging.
- Collaborated with distributed teams across Razorfish's Portland and Seattle offices and Microsoft in Redmond, developing substantial experience in remote creative collaboration.
- Led creative pitches and client presentations, working with cross-functional teams from concept through production.
- Managed creative professionals from the outset, eventually co-leading the Portland creative team.

1. Not sure who I'd be if I weren't a designer.

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Previous experience

Design Director & Graphic Design Consultant
Independent practice
August 2006–April 2011, Portland, OR, San Francisco, CA, Seattle, WA

Creative Director
Avenue A/Razorfish
May 2004–July 2006, Portland, OR

Senior Art Director & Graphic Design Consultant
Independent practice
November 2001–April 2004, Portland, OR, Los Angeles, CA, San Francisco, CA

Senior Art Director
marchFIRST
May 1999–October 2001, San Francisco, CA and Portland, OR

Designer
Landor Associates
July 1998–May 1999, San Francisco, CA

Assistant Art Director
HLR/Drömfabriken BBDO
June 1996–June 1998, Stockholm, Sweden

Assistant Art Director
Villmer Reklambyrå
June 1995–May 1996, Stockholm, Sweden

Selected clients, agencies, and in-house collaborators

Airbnb, Amazon, Apple, Brown-Forman, Cisco, Finlandia, Formative, GE, Gibson Audio, harman/kardon, JBL, JDK Design (Jager Di Paola Kemp Design), Microsoft Office, Microsoft Windows, Seagate, SFMOMA, Silicon Valley Bank, Skylab Architecture, Stitzlein Studio, Wieden+Kennedy, Xbox

Selected awards and recognition

AIGA + Design Observer, 50 Books | 50 Covers; Clio Awards, Silver, Corporate Identity; Communication Arts, Award of Excellence; PRINT, Regional Design Award

Tools and skills

Adobe CC InDesign, Illustrator, Photoshop, Figma, Microsoft Office, web accessibility principles, including WCAG guidance, ChatGPT and Claude for AI-assisted strategy research, creative briefing, ideation, drafting, editing, and visual prototyping of comps and photography

Languages

English, Swedish, conversational Spanish

Education

Master of Fine Arts (MFA), Graphic Design
Konstfack—University College of Arts, Crafts, and Design
August 1994–June 1998, Stockholm, Sweden