

The idea of design.

Fredrik Averin,
Design Director &
Graphic Designer¹

3603 SE 10th Avenue
Portland, OR 97202
(503) 515-5796
fredrik@fredrikaverin.com
www.fredrikaverin.com

Design is meant to inform, reveal, surprise, and enlighten. It can be light, it can be heavy, it can be intelligent, and it can be emotional. Design can be many things, but my feeling is that design comes from an idea. It can be simple or complex. It can be personal or it can be social. It can be a product benefit or simply the joy of making something beautiful. Everything is designed, whether intentionally or not, and everyone responds to design in some way.

But perhaps more importantly, the idea of design has context. It comes from a history and exists within a social, cultural, or business context. In a corporate identity, it can be the expression of an experience that sits within many experiences, some of which are competitive, some of which are supportive. In digital, it can be how a brand comes to life through user experience and interaction. In a book, it can be the expression of an idea with the author's or designer's intent in mind. The idea of design is a wonderfully complicated and nuanced notion.²

I've always loved design. The form of something is part of the idea of something. Ideas that communicate what it is, what it does, what it means. It sends signals to the person seeing, touching, or experiencing it, and it says; "the person who made this, cared for this, has values, is thoughtful, and cared about my experience, who I am, and how my life could be made a little better." Design can be a powerful medium. I consider this job a gift, and one which is my purpose.

I've been fortunate to collaborate with some amazing creatives, agencies, and clients since graduating with my MFA in graphic design from Konstfack in Stockholm. I've had the privilege of traveling the U.S. (and sometimes the world) to solve creative problems for clients such as Apple, GE, JBL, harman/kardon, Microsoft, and Seagate to name a few.

I'm currently available to collaborate on high-quality design projects locally, nationally, internationally, or remotely. If you think we could make something great together, or simply want to talk about design,³ please get in touch.

About

I was born in Stockholm, Sweden, raised in Finland, Saudi Arabia, Argentina, Tunisia, and San Diego between the ages of 6 – 18, then went to college back in Sweden, and have now lived on the U.S. West Coast since 1998. I'm currently residing in Portland, Oregon.

When not designing

Since 2016, founder and proprietor of The Idea of the Book, an online resource and bookshop dedicated to the history and tradition of books and material in the overlapping fields of art, design, and concrete poetry. Life is better with books.

Curriculum Vitae

December 2016 – Present
Design Director & Graphic Design Consultant
Portland, OR, San Francisco, CA, Seattle, WA

May 2011 – December 2016
Lead Creative Director
Razorfish
Portland, OR

August 2006 – April 2011
Design Director & Graphic Design Consultant
Portland, OR

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

June 2001 – April 2004
Senior Art Director & Graphic Design Consultant
Portland, OR

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

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

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

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

Education

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

Fluencies

English, Swedish, Spanish (just a bit rusty), MacBook Pro, Adobe CC design applications, keyboard short-commands, fonts, proper typesetting and kerning, graphic design history, design books, and coffee.

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

2. Thank you to all my mentors, colleagues, and clients who've taught me so much over the years.

3. I can talk about design all day long.