



ANDREAS FERNBRANT

PHOTOGRAPHER & FILMMAKER

PROFILE

If you are looking for a creative partner or consultant to help your company grow through visual mediums, look no further.

With my experience and skillset I'm the ideal person to help you achieve the needs for your company or production.

I take pride in being thorough and concise, focusing on great results within your budget.

SOCIAL

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SUMMARY

How it began:

The visual medium bug bit me early. My parents had an 8mm camera which I would spend hours with – learning, experimenting and testing. I couldn't have been more than seven at the time. When friends came to visit they always ended up in front of the camera while I practiced my passion. This continued throughout my childhood and teenage years and by the time I was 17 I was being commissioned as a graphic designer doing logotypes for companies.

What it looks like now:

Technology may have been changed but my passion definitely hasn't.

I've been running my own company since 2009. Years of learning, practicing and honing my craft means I'm versatile and able to tackle anything from graphic design and websites to software development and visual effects work. I'm also skilled at retouching, color correction and sound design.

What I can bring to the table:

- *Years of experience in a wide range of areas in the visual medium field;*
- *Economy of scale – I have a sophisticated set of equipment, carefully chosen to achieve maximum impact with a small production set;*
- *Great attention to detail which translates into a visually stunning end product;*
- *The ability to work under pressure and tight deadlines;*
- *An understanding of the different mediums of communication and their impact on business visibility and marketability;*
- *Punctuality and professionalism at all times;*
- *An understanding of the psychology behind consumer behaviour which guides strategy and direction for companies.*

If you want to see more of my work, please visit: www.andreasfernbrant.com/me.html



SKILLS

PERSONAL SKILLS

Creative	● ● ● ● ● ●
Innovative	● ● ● ● ● ●
Drive	● ● ● ● ● ●
Communicate	● ● ● ● ● ●
Self Confidence	● ● ● ● ● ●
Management	● ● ● ● ● ●

PROFESSIONAL SKILLS

Photography	● ● ● ● ● ●
Videography	● ● ● ● ● ●
Editing	● ● ● ● ● ●
Sound Design	● ● ● ● ● ●
Photoshop	● ● ● ● ● ●
Premiere	● ● ● ● ● ●
After Effects	● ● ● ● ● ●
In Design	● ● ● ● ● ●
Illustrator	● ● ● ● ● ●
Lightroom	● ● ● ● ● ●
Resolve	● ● ● ● ● ●
Final Cut X	● ● ● ● ● ●
Avid	● ● ● ● ● ●
Web	● ● ● ● ● ●
HTML	● ● ● ● ● ●
Social Media	● ● ● ● ● ●
SEO	● ● ● ● ● ●

LANGUAGE

Swedish	● ● ● ● ● ●
English	● ● ● ● ● ●
Afrikaans	● ● ● ● ● ●

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EXPERIENCE

The years inbetween:

After school I spent time as a 3D visualiser for a forestry company, creating still and animated illustrations for them to use in marketing campaigns. Things progressed from there with my new job as a production assistant at one of my home town, Helsingborg's, oldest ad agencies.

In 2002 I acted on an idea that had been brewing and Saltomortalez, a 60 minute documentary about human movement that preceded parkour and free running was the end result. In 2004 all DVD's produced were sold out within 3 months and a few years later we were seeing some of the best free runners in the world coming forward.

I freelanced between 2004 and 2006 doing everything from websites to films which led to an offer to become the in-house art director for one of the biggest textile companies in the Nordics. My work was mainly to produce labels, catalogs and do art direction on photo shoots.

In 2007 I accepted an exciting offer to head up the launch of an e-commerce store within the beauty industry. The job entailed everything from choosing the platform to populating and designing it.

The end of 2007 saw me creating and producing a short film on 16mm that premiered in competition at the Gothenburg Film Festival. The title was When Music Ends.

2008 to 2012 was spent doing photography and videography for, amongst others, brands like Tyrens AB, Gents AB and Helsingborg City.

2012 saw another great opportunity, this time with Ridestore AB. They needed someone to head up their increasing work in the studio and supervise the models, control workflow and develop the work in the studio. This quickly lead to more responsibilities and eventually I did location shoots for both stills and video all over Europe and Asia.

In 2012 I made a project that started out as a camera test but ended up becoming one of the most viewed YouTube videos of my home town of Helsingborg. It was followed up by a second video in 2013 that got equal attention and love from the people of Helsingborg.

From 2014 until now I have focused on freelance work, doing photography and videography work exclusively. Initially I focused on travel and adventure for a couple of years and by the end of it almost all my work was in hospitality and travel with my biggest client being Radisson Hotel Group.

In 2014 I also became a Sony European Imaging Ambassador, traveling all over Scandinavia holding lectures and helping Sony with trouble shooting for customers.

On the technical side since 2015 I have been lucky enough to get to work with many different camera related brands like Atomos where I helped develop the software for raw recording for their video recorders. I have also worked with iFootage doing lectures at the biggest fairs in Amsterdam and Las Vegas every year and also developing the hardware of their products.

In 2018 I spent time consulting for one of the biggest furniture resellers in Scandinavia who were in desperate need of improving their photo studio, workflow and retouching.



EXPERIENCE TIME LINE

Photographer & Filmmaker / Freelancer

May-2009 / Present

Since 2009 I've worked as a freelance photographer & filmmaker primarily in the adventure, travel and accomodation industry. My biggest client has been Radisson Hotel Group but I've worked with clients like Red Bull, Monster, Sony and Zeiss.

Consultant / Trademax AB

April-2018 / September-2018

I was hired as a consultant for Trademax to help them develop their inhouse photo studio, mainly to create a better workflow and higher visual standard. Some of my work was also to assist with retouching and 3D consulting for generated images.

Studio Manager / Ridestore AB

April-2012 / March-2014

My work at Ridestore was as the studio manager supervising the two full time models. Part of my work was developing new solutions to their high content volume and also unique applications for the web. I also did location shoots and filmmaking with athletes.

Webdesigner & E-Commerce developer / Electa AB

Juni-2006 / November-2007

At Electa I was hired to develop their e-commerce from scratch. This meant choosing the e-commerce solution, sourcing the images and inventory and doing all graphical design and some programming as well as populating the store.

Art Director / Springhill AB

April-2005 / Juni-2006

Springhill Textile AB is one of Scandinavias largest textile companies with a number of brands. I was one out of two in-house art directors doing labels, catalogs and art direction at shoots for the catalogs. I primarily worked with Adobe In-Design.

Photographer & Filmmaker / Freelance

Feb 2001 / Feb-2011

During these years as a freelancer I mainly did graphical design work, retouching and html programming for various companies. I did work for companies like Thyrens, Helsingborgsstad and JKF Photo.

3D Visualizer / BCC AB

August-2000 / 21 Feb-2001

BCC AB delivers forestry equipment to a worldwide market. My job was to visualize their equipment in various configurations for marketing and sales. I primarily worked with 3D Studio Max and the output was both video and stills.

EDUCATION

Electronics / Computer Science / Rönnowska Skolan

August-1998 / June-2000

During my gymnasium years I did general electronics and data education focusing on the understanding of electrics, electronics, data, networking and programming.

REFERENCES

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