



# MADS CHRISTOFFERSEN

MULTIMEDIA DESIGNER | DIGITAL CONCEPT DEVELOPER

## CONTACT

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## PROFILE

My journey starts with multimedia design, and hopefully leads me to research and academia. It is my AP graduate degree that provided me with hard skills like graphic design and coding, as well as a solid foundation for investigating cases through qualitative and quantitative methods.

These methodological skills have since been advanced, and I hope to apply them, and elevate them, through a Ph.D., and a career in research.

## SKILLS

Research design   
*Qualitative, quantitative, interview, focus group interview*

Project management   
*Agile, scrum, stakeholder analysis and management*

Coding   
*HTML, CSS, JavaScript, PHP, MySQL*

Design   
*Human-centred, graphic, web, presentation, game*

Software   
*Photoshop, Illustrator, InDesign, MS Teams, SurveyXact*

Communication   
*Internal, external, social media, content creation, personas*

## EDUCATION

• **M.Sc. in IT, Communication, and Organization**  
AARHUS BSS (BTECH) | AUG, 2020 - JUN, 2022

I am currently in the second semester of my graduate studies at the Institute of Business Development and Technology, Aarhus BSS. The degree is interdisciplinary and advances many of my existing skills while also giving me new ones. As such, it makes me capable of working in the critical intersection between IT, communication, and organizational fields.

• **BA in Digital Concept Development**  
EAMV HERNING | AUG, 2018 - JAN, 2020

My bachelor's degree involved (digital) marketing/communication, data collection and analysis, project management, and more. My thesis was written on the subject of marketing strategies in the tabletop roleplaying game industry.

• **AP Graduate in Multimedia Design and Communication**  
DANIA SKIVE | SEP, 2016 - JUN, 2018

My AP degree focused on digital communication, and involved graphic design through the Adobe Creative Suite, programming, and web design. My thesis concerned the production of a digital platform allowing for the creation of Chose-Your-Own-Adventure-style games.

## COURSES

• **SANDBOX-E**  
STECHER INSTI | JAN - FEB, 2020

The SANDBOX-E course teaches insight into personal and professional competences, as well as the best way to apply them and yourself in your work.

## WORK EXPERIENCE

• **Communication Officer**  
PART-TIME | AARHUS BSS (BTECH) | JAN, 2021 - Now

At BTECH I have worked on the strategy of the department's internal communication efforts through social media, based on data-driven methods. Additionally, I have been involved in a project that examines the use of info screens on campus.

• **Marketing Strategist and Webmaster**  
PART-TIME | OVERGAARD HUSE | OCT, 2020 - Now

At this construction company, I was central to creating and executing a marketing strategy, as well as redesigning and maintaining their website.

# LANGUAGE SKILLS

Danish (native) ◆◆◆◆◆◆◆◆

English ◆◆◆◆◆◆◆◆

# PERSONAL SKILLS

**Disruptive thinking** I am often credited, by co-workers, for thinking outside the box, finding alternatives, and infusing a creative element into the projects and processes I work on.

**Interpersonal communication** In all social interactions, I strive to have an acknowledging and inclusive approach to those around me. I believe all participants, in any social interaction, can benefit from an increased diversity, and to that effect, I always try to create good synergy.

**Interdisciplinary teamwork** During my bachelor's and master's studies, I have worked with people of varied educational and professional backgrounds, while I have also worked extensively with teachers and other educators. This has given me insight into the importance of interdisciplinary relationships and how these can better the quality of my own work, but also that of others.

# REFERENCES

Rasmus Eriksen | Aarhus BSS (BTECH)  
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# WORK EXPERIENCE (cont)

- Teacher in Coding & Web Design**  
PART-TIME | IKAST-BRANDE UNGDOMSSKOLE | JUN, 2018 - Now  
I teach a class on coding and web design for youths between 12-18. Here, I familiarize my students with basic technologies related to the internet (HTML, CSS, JavaScript, CMS), which challenges myself to not only be up to date on those, but also find ways to didacticize a difficult subject.
- Content Migration Assistent**  
PROJECT HIRE | DEIF | SEP - OCT, 2020  
My work consisted of assisting with moving content from the company's old content management system(S) (Sitecore) to their new one (Umbraco).
- Graphic Designer**  
PART-TIME | PROACTIVE WRITER | APR, 2019 - MAY, 2020  
I was the organization's primary graphic designer, and have done the layout and graphic design for various e-publications.
- Graphic and Web Designer, Researcher, and Writer**  
PART-TIME | ENDLESS KNOT GAMES | APR, 2019 - MAY, 2020  
I contributed to the start-up's earliest processes, developing the vision of delivering quality and user-centred content to tabletop RPGs. During my time there, I was responsible for the company's visual identity (through web and product design) while also handling research work, and text production.
- Development Intern**  
INTERNSHIP | KATOS | AUG - NOV, 2019  
With another intern, I was responsible for developing the company's new B2C-concept, based on the existing CMS. This included developing a visual identity and marketing strategy, with focus on organic traffic through SEO and content marketing.
- Multimedia Design Intern**  
INTERNSHIP | SKIVEEGNENS BUSINESS & TOURIST CENTER | JAN - APR, 2018  
My responsibility was mainly focused on designing a tourist pamphlet about the different art and culinary experiences in the municipality. Additionally, I was also tasked with producing web content based on event calendars and producing presentations for internal communication.



# CASE EXAMPLES

- Info screens at BTECH**  
AARHUS BSS (BTECH) | FEB, 2021 - Now  
I am currently involved in a project that investigates the technological possibilities and positive affordances of using info screens in BTECH's internal communication efforts. My involvement has been central to researching the technical possibilities, developing strategies for content production, and reaching out to suppliers for preliminary price estimates.  
The project is ongoing and is set to undergo its first management review with head of department, Anders Frederiksen, and head of secretariat, Mikkel Nørgaard, on 1/3/2021.

# INTERESTS

**Technology** I enjoy reading about technology in my professional field, especially web-based developments.

**Didactics** I am self-taught in various disciplines of didactics, among which is classroom management, designing teaching materials, and gamification.

**Tabletop roleplaying games** A big part of my personal life centres on TTRPGs. I regularly play and design games in this genre.

**Creative writing** A lot of my energy goes into creative writing of novels and short stories, which is often related to my interest in TTRPGs.



## CASE EXAMPLES (cont)

### • Gamification, and didacticizing programming

Ikast-Brande Youth Centre | OCT, 2018 - Now

After finishing my AP degree, I began teaching a course on coding and web design at Ikast-Brande Ungdomsskole (Ikast-Brande Youth Centre, USK), where I quickly found a strong need to re-didacticize the initial curriculum and learning processes. My focus was initially on classroom management, using cooperative learning to improve the students' learning outcome. I still found that the students were losing interest at vital milestones of the curriculum.

To increase their motivation, I introduced gamification, using web-based games to teach essential layout-tools in CSS, which increased the students' motivation and retention of the material. Based on that, I further integrated gamification by planning the section on JavaScript around the game CodeCombat, which has yielded the same results despite the difficulty-spike typically experienced at that part of the course.

### • User-centred marketing of insect-based food substitutes

EAMV | MAY, 2019

As part of the curriculum of my undergraduate studies at Business Academy MidtVest, I had to apply my attained knowledge through case-based projects. One of the final projects was centred on the Danish webshop Din Insekt Butik (Your Insect Shop). My study group and I focused on applying empirical data from previous focus group interviews (see Insects on the Dinner Table below), as well as recognised best practices in digital marketing and e-commerce fields.

The result was a redesign of the webshop and its visual identity, along with a comprehensive content marketing strategy, focusing on aesthetical pictures and video. Our proposal was chosen by Din Insekt Butik and the faculty as the best solution.

### • Insects on the Dinner Table

EAMV | AUG - OCT, 2018

During the first semester of my bachelor's degree at Business Academy MidtVest, the undergraduate students, myself included, were part of an applied research and development project in conjunction with the Danish Technological Institute. The aim of the project was to investigate the Danish consumers' aversion to insect-based food substitutes. I participated in qualitative research activities in the project's second part, where I administered a focus group interview, and analysed the results from it. You can read more about the project, and its results, at [eaviden.dk](http://eaviden.dk).

