

Christopher Emil Madsen - 25 - Danish

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TECHNICAL SKILLS :

Event Production, Art Direction, Branding, Surface Design, Concept Art, Motion Graphics, Environmental Design, Props, Look and feel development, User Experience, Basic HTML5/css/Wordpress

PROFESSIONAL EXPERIENCE :

Fisher Productions Holdings Ltd. (London) - 2015 - 2018

Fisher Productions is a highly regarded events production company that has been providing outstanding service to London's most respected venues, the Royal family and high-end corporate and retail clients from all over the world for more than 30 years.

Notable projects and roles played:

The British Film Institute, London Film Festival (London) - 2015-2018

Fisher have had the BFI as a client for many years, providing support for events both big and small. Throughout the years I have provided video editing and self made screen content for their private events, galas and screenings. Most notably an "African Savannah" experience for the opening gala of 2016 where a screening of "A United Kingdom" took place. A 360 light and video installation in a room with a bar that depicted a time-lapse sunset over a baking land. I created this Vue using their physical sky simulator and a procedural landscape generator.

The Royal Academy of Arts Summer Exhibition Preview Party (The RA, London) - 2018

One of the most prestigious annual art exhibitions in London has historically been produced by Fisher. I had worked on 2016 as a creative lead, collecting inspiration for moodboards and had an instrumental role in defining the graphic style for the bars and exterior RA sculpture. The next year was lead by esteemed artist Yinka Shonibare and my role was more artworking and print related. This year, however, the party was coordinated by Greyson Perry and Fisher's role in designing the bars returned. Working alongside senior 3d designers I helped visualise all the physical build elements and collaborated on the overall 3d design and material choices as well as the graphic design elements that I was responsible for previously.

Private Dinner for Van Cleef and Arpels (Tate Tanks, London) - 2017

A last minute brief requested a fully immersive night for their most valued customers inspired by Tchaikovsky's Swan Lake. One of the elements included in this brief was a 10m x 10m circular projection of moving water that would become the entrance centerpiece of their event at the Tate Tanks. After 3 weeks of experimenting with displacement maps, node trees and various forms of emitted light in Blender, Unreal and Cinema 4d I produced a well received replication of a magical lake surface.

Evening Standard Progress 1000 Awards (Tate Tanks, London) - 2017

The Evening Standard newspaper are a regular client of Fisher's - through Fisher I have worked on various Business Awards and pop-up stands. For this event in particular there was a need for jazzy awards stings and name reveals which I created utilizing work made by the Senior Graphic Designer in After Effects. These animations were displayed on a massive screen installation throughout the entire event as well as on the screens in the reception pre-event.

Boat International's World SuperYacht Awards (Palazzo Vecchio, Florence, Italy) - 2017

Throughout April I was tasked with creating a slide deck for the WSYA. This later evolved into creating bespoke transitions, animated holding slides and logo loops. Using their invitation and our look and feel development from the pitch phase I created a series of ink wash animations in After Effects in keeping with their Da Vinci theme. I was lead content creator throughout the entirety of the design process. The level of personal responsibility for keeping their information secure was extremely high as the owners of the yachts faced innumerable threats by disclosing images, locations and interior layout information.

Pop-Up Shop for Mercedes-Benz (Derby/Birmingham, England) - 2016

Fisher were asked to provide a second option to Mercedes so that they could compare us against the incumbent production company. The brief was loose but essentially they wanted a dense but easily navigable F1 shop design that encouraged user interaction with their iPads. Their intention was to reach out to new consumers and ultimately sell merchandise to boost brand visibility in the surrounding areas. From elevation drawings I rendered 6 visuals in Cinema 4d that ultimately put us ahead of the incumbent and won us their business.

SOFTWARE:

Cinema 4d , Blender, Zbrush, Keyshot 7, Vue xStream, Adobe Creative Suite (Photoshop, Illustrator, Indesign, After Effects, Premiere Pro, XP, Lightroom), Wordpress, Keynote, Axure. In the process of learning: Unity, Unreal Engine, Substance designer

EDUCATION:

General Assembly

User Experience Design 12 Week Part-time Course - London Campus
July 2015 – September 2015

London College of Communication

2:1 Ba (Hons) Graphic and Media Design
Graphic Design, Animation, Interactive Technology, Video Editing and Special Effects
2012 – 2015

Central Saint Martins

Foundation Degree - Art and Media Design
2011 – 2012

Århus Tech

Software Courses
Adobe Photoshop, Illustrator, InDesign
2010 – 2010

Copenhagen International School

International Baccalaureate
HI Chemistry, HI Economics, HI Music, SI Math,
SI French, SI English
2008 – 2010

Internships:

Graphic Design Intern @ Inclusive
Mar 2010 – Jun 2010
Copenhagen, Denmark

Graphic Design Intern @ Di Brand
Oct 2009 – Dec 2009
Singapore

Interests:

Photography
Fine Art (Sketching, Painting, Sculpting)
Sci-fi/Dystopian Literature and Graphic Novels
Philosophy
Writing and performing original music
Skateboarding

Communication Skills:

Danish (Native)

English (Fluent Verbal and Written)

French (Basic Understanding)

N.b. References and recommendations available upon request

My goal is to find bigger challenges and use my skills to either create successful thought-provoking campaigns for leading brands or striking content for a highly acclaimed art department. I want to push the boundaries of my work and ultimately bring new ideas and breathtaking art to the world at large. Having worked in the events industry for quite some time I would really enjoy a change of pace to projects that are more thoroughly developed, where design is refined to its utmost ends. Nothing is more satisfying to me than to see the magical transformation of an idea into a beautifully crafted experience.