

Nationality: Finland EU, DOB: 10/Sept/1976  
[ida.gronblom@googlemail.com](mailto:ida.gronblom@googlemail.com) Tel: +1 347 421 0902

## CURRICULUM VITAE

### Education:

---

2009	Hyper Island W+K Master Class	London
2003 - 2005	Berghs School of Communication Media communications/Advertising	Stockholm
2002 - 2003	Berghs School of Communication Evening course "Advertising and Design"	Stockholm
1997 - 2000	Bachelor of Arts, Helsinki Uni of Art & Design Department of Fashion Design at TAIK	Helsinki
1996 - 1997	Istituto Europeo di Design Department of Fashion Design	Milan

### Work Experience:

---

2010 - ongoing	Associate Creative Director, R/GA	New York
2006 - 2010	Creative, WIEDEN + KENNEDY	London
2005 - 2006	Creative, TEQUILA\TBWA	London
2005	Freelance Art Director Creating a new name and a brand identity for a national retailer	Stockholm
2004	Internship, Collaborate Advertising Agency	Stockholm
2004	Internship, Lowe Brindfors Advertising	Stockholm
2003 - 2005	Concept Designer, Hennes & Mauritz Lead designer for children's collection	Stockholm
2000 - 2003	Design Assistant, Hennes & Mauritz Graphic designer & print designer for street wear collection	Stockholm
1999	Internship, Anna Holtblad Fashion	Stockholm

### Awards:

---

2010	Honoree, Webby Awards • Online Music Video	N/A
2010	Winner of Winners, Anna Awards • Best Print Ad of The Year, Honda Back To Work	London
2010	Nominated, UK Music Video Awards • Best Budget Video • Best Editing	London
2009	First Prize, Anna Awards July • Print Ad of The Month, Honda Bacon	London
2009	Silver, APG Creative Strategy Awards • Best International Paper	London
2009	Shortlist Cannes Lions Cyber • Interactive Campaigns, Nokia Music Almighty	Cannes
2009	Shortlist Cannes Lions Cyber • Interactive Campaigns, Nokia Somebody Else's Phone	Cannes
2009	Gold Pencil, One Show Interactive Awards • Integrated, Interactive + Non-Interactive, Nokia Music Almighty	New York
2009	Shortlist, One Show Interactive Awards • Online Branded Content Campaign, Nokia Somebody Else's Phone	New York

2009	Shortlist, Webby Awards • Best Use of Animation, Nokia Music Almighty	N/A
2009	Shortlist, Webby Awards • Integrated Campaign, Nokia Somebody Else's Phone	N/A
2008	Merit, Eurobest • Nokia Music Almighty	Stockholm
2008	Commendation, BIG Awards • Nokia Music Almighty Print	London
2008	FWA Of The Day, Nokia Somebody Else's Phone	London
2008	FWA Of The Day & Month, Nokia Music Almighty	London
2008	Campaign Magazine "Faces to watch 2008"	London
2008	Diploma, BTAA Awards, • Best 10" TV spot, The Guardian	London
2007	First Prize, March Aerial Awards • Radio Ad of The Month, The Guardian Origami	London
2005	First Prize, D&AD Student Awards • Integrated Campaign, Thomascook.com	London
2005	First prize, best final project at Berghs SoC	Stockholm
2005	Honorary Diploma, Berghs SoC • Voted Best Art Director by classmates and tutors	Stockholm
2003	First prize, Direct Marketing Student Award	Stockholm
1997	Third prize, Diesel Fashion Awards	Helsinki

### **Language Skills:**

---

Fluent in Swedish, English, Finnish and Italian. Basic knowledge of French.

### **Online:**

---

<http://www.fab-ida.com>

<http://www.linkedin.com/in/idagronblom>