

Curriculum Vitae

Claus Martin Torp

Partner

Experience Strategist/Designer

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Born: Oslo, 1967. *Norwegian*

Married, two children

Skills: Experience strategy/design, concept development, art direction, graphic design, information design, project management.

Languages: Fluent in Norwegian, English and German.

YEAR

EXPERIENCE

Oct 2008 –

15 Meanings - Partner, Experience Strategist/Designer

2008

Logica - Business Unit Manager UX

May 2002 – 2008

WM-data a Logica CMG Company - Manager of the User Experience (UX) group in Oslo, Senior Graphic Designer

2001 – 2002

IconMedialab (IconMedialab Norway was sold to WM-data in May 2002) - Chief Interface Officer and Manager of the User Track department. Member of the management group in IconMedialab Oslo from May 2001

1995 – 2001

Designwerke - Manager and Partner, Senior Graphic Designer.

1993 – 1995

Saatchi & Saatchi Advertising - Graphic Designer.

1992 - 1993

The Norwegian Armed Forces Media Centre - Conscript Graphic Designer

YEAR

EDUCATION

1989 - 1992

London College of Printing, London
BA (Hons) Graphic Design

1987 - 1989

Westerdals College of Advertising, Oslo
Art Direction

YEAR	PROJECTS IN BRIEF
2010	<p>Statoil Annual Report 09 (in progress) Description: Online Annual Report. Roles: Experience strategy and design, art direction.</p>
2009-	<p>Cappelen Damm (in progress) Description: Online store and community, Educational products Role: Experience strategy and design, graphic designer.</p>
2009	<p>StatoilHydro > Statoil Description: Intranet, brand implementation in all internal channels. Role: Experience strategy and design, lead graphic designer.</p>
2008	<p>Cappelen Damm Description: Intranet. Roles: Experience strategy and design, concept development and graphic design.</p>
2008-	<p>Norwegian State Educational Loan Fund (Lånekassen) (in progress) Description: Self-service and web portal. Roles: Experience strategy and design, graphic design.</p>
2008	<p>Egmont Norway Description: E-Commerce solution. Roles: Concept development, brand development and graphic design. http://www.univers.no</p>
2007	<p>Handelshøyskolen BI Description: Development of intranet. Role: Art Direction.</p>
2007	<p>Dagsavisen Description: Development of internet. Roles: Project management aid to the design team, coaching.</p>
2007	<p>The Norwegian United Federation of Trade Unions Description: Development of intranet. Role: Graphic design.</p>
2005 - 2007	<p>The Norwegian United Federation of Trade Unions Description: Development of intranet, internet and my page. Role: Graphic design and Art Direction. http://www.fellesforbundet.no</p>
2005 – 2006	<p>The Norwegian Pollution Control Authority (SFT) Description: Development of internet with special focus on accessibility and semantic content creation. Role: Graphic design. http://www.sft.no</p>
2005 – 2006	<p>Lindorff Description: Development of intranet and internet for the Nordic and Baltic countries. Role: Graphic design. http://www.lindorff.no</p>

- 2005 – 2006
Sykehuset Telemark (STHF)
 Description: Development of web-portal for regional hospital.
 Role: Graphic design.
<http://www.sthf.no>
- 2005 – 2006
The Norwegian Pollution Control Authority (SFT)
 Description: Development of internet with special focus on accessibility and semantic content creation.
 Role: Graphic design.
<http://www.sft.no>
- 2003 - 2006
BI Norwegian School of Management
 Development of web portals and regional websites.
 Role: Concept development and Art Direction, user testing and evaluation.
<http://www.bi.no>
- 2002 – 2003
State of the Environment (Miljøstatus) (Pollution Control Authority)
 Description: Development of web portal, regional and local websites.
 Roles: Concept development and Art Direction
<http://www.miljostatus.no>
- 2002 - 2003
The Norwegian Conservative Party (Høyre)
 Description: Development of main web portal and local site guidelines.
 Roles: Project proposal and scope, project management, concept development and Art Direction.
- 2001 – 2008
The Norwegian National Rail Administration (Jernbaneverket)
 Description: Development of portals and emergency internet.
 Roles: Graphic design and Art Direction.
<http://www.jbv.no>
- 2001 – 2003
The Norwegian Army
 Description: Framework, information architecture and design guidelines for the Norwegian Army. The solution covers guidelines of all online activities in the army, internet, extranet, intranet, shops and e-learning.
 Role: UX staffing, concept development and Art Direction.
Examples of sites: <http://www.flo.mil.no>, <http://www.mil.no/etjenesten/>, <http://www.mil.no/haren/>, <http://www.mil.no/haren/tmbn/>
- Past projects include:
- Websites:**
- Gilde, Norway's largest coop owned by 29 000 farmers (2001).
 - Cern IT-division (2001).
 - Bergens tidende (newspaper) (2001).
 - Frisurf (Norway's largest, free internet-portal owned by Telenor) (2000).
 - Creative Guide, a search engine for Creative's (1995 – 1997).
- Corporate identities:**
- Henie-Onstad Art centre. One of Scandinavia's most influential art foundations (1997 – 2001).
 - Plantasjen, Scandinavia's largest garden chain (1994).
 - Product identities for K-bank and Telenor.
- Information design:**
- Signage logistics and movement plans for the Norwegian National Railway Administration and the Airport train terminals in Oslo and at OSL Airport (1996).
 - Signage principles and preliminary transportation information system for The National Road Administration and Buskerud county (1994 – 1995).

YEAR	AWARDS
2008	Norwegian Design Council (NDC), Award for Design Excellence http://www.dagsavisen.no (project manager)
2006	Norge.no, Web site of the year http://www.sft.no
2005	Norwegian Council of Communication, Website of the year http://www.miljostatus.no redesign
2005	The Norwegian Designer's Guild (Grafill), Visual, Diploma, Interactive Media http://www.bi.com
2004	Norwegian Design Council (NDC), Award for Design Excellence http://www.bi.no
2003	Norwegian Council of Communication, Website of the year http://www.miljostatus.no
2003	The Norwegian Designer's Guild (Grafill), Visuelt, Diploma, Interactive Media (<i>site discontinued</i>)
1995	The Norwegian Designer's Guild (Grafill), Visual 95, Silver diploma, Graphic Design/Typography (Urban Reality Concept)