Curriculum Vitae

Karl Johan Sæth
Partner
Experience Strategist/Designer

Tel: +47 9344 0664
Mail: karl.johan@15meanings.no

Born: Stranda, 1971. *Norwegian*
Married, three children.

Skills: Experience strategy and design, concept development, information architecture, interaction design, user research, usability, project management.

Languages: Fluent in Norwegian and English, Intermediate in German and Latin.

YEAR	EXPERIENCE
Oct 2008 –	**15 Meanings -** Partner, Experience Strategist/Designer
2008	**Logica -** Senior Information Architect
May 2002 – 2008	**WM-data a LogicaCMG Company** - Senior Information Architect
2001 – 2002	**IconMedialab** (IconMedialab Norway was acquired by WM-data in May 2002) - Information Architect
1999 – 2000	**Henrik Ibsens Writings**, University of Oslo - Researcher
1996 – 1999	**The Documentation Project**, University of Oslo - Researcher

YEAR	EDUCATION
1991 – 1996	**University of Oslo** - Nordic Languages and Literature (master degree), History of Ideas, History of Religion and Comparative Literature
1990 – 1991	**Gimlekollen Media Centre** - Media Science

YEAR	PROJECTS IN BRIEF
2010	**Statoil Annual Report 09** (in progress) Description: Online Annual Report. Roles: Experience strategy and design, information architecture.
2009 -	**Cappelen Damm** (in progress) Description: E-Commerce solution. Roles: Experience strategy and design, usability consultancy and QA design.
2009 -	**Telenor Mobile** (in progress) Description: Development of various interactive services (web, mobile, television). Roles: Experience strategy and design, usability consultancy and QA design.
2008	**Cappelen Damm** Description: Intranet. Roles: Experience strategy and design, concept development, interaction design and information architecture.
2008 -	**Norwegian State Educational Loan Fund (Lånekassen)** (in progress) Description: Self-service and web portal. Roles: Experience strategy and design, concept development, interaction design and QA usability.
2008	**Egmont Norway** Description: E-Commerce solution. Roles: Concept development and information architecture. *http://www.univers.no*
2007	**Legeforeningen (The Norwegian Doctors Association)** Description: Extranet for members. Role: Concept development, interaction design and information architecture.
2007	**Utdanning.no** Description: Digital learning resources for secondary school. Roles: Concept development and information design, usability testing.
2007	**The Norwegian United Federation of Trade Unions** Description: Development of intranet. Role: Concept development, information architecture.
2006 - 2007	**StatoilHydro self-service portal** Description: Global portal based self-service and request handling system for all Statoil employees. One single point of contact for employees requesting services. Roles: Experience strategy, concept development, information architecture, usability testing.
2005 – 2006	**Vinmonopolet** Description: Development of web shop. Role: Information architecture including overall concept, search, navigation and product structure. *http://www.vinmonopolet.no*

2005 – 2006	**Lindorff** Description: Development of intranet and internet for the nordic and Baltic countries. Role: Concept development and information architecture. http://www.lindorff.no
2005 – 2006	**Sykehuset Telemark (STHF)** Description: Development of web-portal for regional hospital. Role: Information architecture. *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: Information architecture, ontology/topic-map specification. *http://www.sft.no*
2004 - 2006	**BI Norwegian School of Management** Description: Development of web portal and regional websites. Role: Concept development, information architecture and interaction design, usability testing. *http://www.bi.no*
2002 – 2003	**State of the Environment (Miljøstatus)** (Pollution Control Authority) Description: Development of web portal, regional and local websites. Role: Information architecture, interaction design and usability testing. *http://www.miljostatus.no*
2002 - 2005	**XXL** Description: Development of web shop. Roles: Concept development, information architecture including overall concept, search, navigation and product structure. *http://www.xxl.no*
2002 – 2005	**Aker Kvaerner** Description: Development of web portal (intranet/internet/extranet). Role: Concept development, information architecture and interaction design. *http://www.akerkvaerner.com*
Past projects include:	**Websites:** • Forsvaret (2002) • Høyre (2002) • Findexa (2002) • Telenor Mobile (2002) • Telenor Avidi (2001) • Tomra (2001) • Compaq (2001)

YEAR	AWARDS
2008	Winner in category "Best Process Improvement and Innovation" in "Shared Services Excellence Awards" in Barcelona (StatoilHydro**)**
2007	The Norwegian Designer's Guild (Grafill), Visuelt, Gold Interactive Media *http://www.vinmonopolet.com*
2007	Winner in category "The most advanced automation of a shared services organisation" in "Shared Services Excellence Awards" in Prague (StatoilHydro**)**

2006	Norge.no, Web site of the year *http://www.sft.no*
2006	Norwegian Design Council (NDC), Award for Design Excellence *http://www.vinmonopolet.no*
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 *http://www.telenorsbc.com*

YEAR	CONFERENCES
2008	Presenter at Yggdrasil 2008, Lillehammer: "Meaningful design. Competitive Advantage through Ethics"
2008	Presenter at Topic Maps 2008, Oslo: "Subject-Centric Content Syndication with Topic Maps"
2008	Presenter at IASummit, Miami FL: "The Impact of Social Ethics on IA and Interactive Design"
2007	Poster presentation EuroIA, Barcelona: "The Art of Selling Alcohol in Norway"
2006	Presenter at NordiCHI, Oslo: "Faceted Navigation and Search for E-Commerce"