

Pelle Sølvkjær Christensen

Status: Married - two children (10 - 12 yrs)
Born: June 23, 1974.
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Pelle is a passionate creative product developer with 17 + years of experience making products for learning, marketing and pure entertainment.

Working as a designer, developer and sometimes project manager has given him an in-depth understanding of product development from all perspectives.

When he was self-employed he acquired a broad skillset as a product designer and developer and he has often completed projects alone. But when needed he has demonstrated his talent in creating the right team for the job.

Pelle is hard-working, adaptable, social, open-hearted and driven by delivering great user experiences and intuitive designs.

He is right at home working from home but finds great pleasure in being onsite with a team.

Pelle has worked with clients such as: Danmarks Radio, Rockwool, Grundfoss, Novo Nordisk, Designit, Insero, Danske Regioner, Jyske Bank, Unity Studios, Marselisborg hospital and many others.

Education

1997 - 2003 M. A Multimedia - Aalborg University

1992 - 1994 HF

Core skills

User Experience, Use Case Modelling, Product Design, Game Design, Level Design, Visual style directing, Project management, UX research, Team management, software development, stakeholder management, Fundraising, Agile / Kanban

Core tools

Unity3D (c#), Blender, Davinci Resolve, Photoshop, Indesign, Audition, Miro, Unreal, Trello, GIT,

Languages

Danish (native), English (work proficiency), Swedish (rusty conversational)

Personal

Loves boardgaming, foodmaking youtubers, sci-fi, fantastic realism, bingeing, good coffee, Fortnite and fishing. When he mows the garden he avoids flowers. The lawn looks terrible but the insects seem to appreciate it.

Career

Ugly Duckling Games November 2019 - September 2023

Creative Director (Co-founder)

Ugly Duckling Games is a game company that designs and develops games for use in schools with a focus on giving students creative freedom and increased well-being.

Pelle was head of creative and his primary activities were maintaining a high level of visual and immersive quality in the company's products, and has played a central role in raising soft funding and investments for the company.

Being a part of a small team, he acted as a design lead, unity developer, game director, modeller, animator, marketing planner, WordPress administrator and customer support on a daily basis.



Gamecraft November 2005 - January 2023

Director - owner

Pelle started Gamecraft to help customers realize interactive projects for entertainment, education, marketing and strategic innovation.

While running Gamecraft Pelle has been involved in all sorts of activities and has been involved as both a subcontractor and as responsible for the whole production. During his most active years, he has had up to two employees and managed outsourcing to international partners.



Science@Home September 2017 - January 2019

Senior game design consultant

Pelle was hired part-time as a senior consultant on citizen science game projects. The organizations goal was to engage players in in-game activities that produced data that could be used for scientific research.

Pelle ended up being a part of a wide range of designs and helped ensure consistency between research goals and the player's interactions while streamlining design between the different solutions.



Aarhus Filmværksted March 2012 - August 2012

Production manager

The film lab had helped secure funding for an interactive videosite but lacked the fundamental skill for completing the project. Pelle was selected to hire and manage the right team for the project and handled financial agreements sponsorships and coordination between the in-house team and freelancers.



Envision December 2007 - May 2008

Project manager

When Pelle worked for Envision his primary task was handling client projects and managing in-house tasks and subcontractors and ensuring quality, deliverables and deadlines.



Career

Valtech Feb 2007 - Nov 2007

Interactive developer

Designing and developing interactive content for websites using adobe flash.

valtech.

Valor A/S Aug 2006 - Aug 2007



UX Designer

Pelle's main task at Valor was to improve the usability of the company's product. The core product was a system for tracking individual components on circuit boards. The users of the system were regularly unskilled factory labor and onboarding was 45 minutes. It made it necessary to make the system as intuitive as possible.

Aalborg Technical Academy Jun 2006 - May 2007

TECHCOLLEGE

Teacher

Lecturing on Photoshop, Flash development, Interaction Design

Romida Games

World designer Jul 2005 - Nov 2005

World building and story writing for the company's MMO game concept.

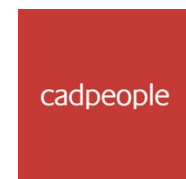
Progressive Media



Designer Apr 2005 - June 2005

Creating game concept pitches for mobile phones before they were smartphones, and software testing.

CADpeople



Flash developer Feb 2005 - Mar 2005

Updating existing solutions with new data parsing.

Aalborg University Mar 2003 - Jun 2003



**AALBORG
UNIVERSITET**

Part-time lecturer

Teaching students from IT-Vest database design and VB Script web programming.

Aalborgcentrum.dk Mar 2002 - Aug 2002

Project manager

Pelle was the lead in developing a web portal for shops for use in the city centres in Denmark. The goal was to create a marketing channel for the local stores that didn't have their own websites yet.