Sírnir Einarsson

More than twenty years experience as a Motion Designer, Art Director and Storyboarder

sirnir@sirnir.com
+46 737 12 42 55
www.sirnir.com

Work experience

Motion Designer, Zeekr Design (Consultant)
October 2023 - August 2024

I acted as a DoP, storyboarding and editing photorealistic CG generated videos for launch events and teasers. Motion design for presentations and VR.

Motion Designer, Freelance

Motion design for broadcast and online videos for clients such as Ikea, Jula and The Icelandic National Broadcasting Service, RÚV.

AD, Jula (Consultant)
October 2022 - July 2023

Led a creative team, developed marketing pitches and briefs, and oversaw photo and film shoots while preparing various production materials, including motion graphics templates, and editing video and audio.

AD, Sahlgrenska University Hospital
August 2019 - September 2021

Responsible for maintaining and modernising the hospital's visual communication. With projects ranging from refining channel content strategy, development of video formats, maps and other wayfinding aids to brochures and web pages.

Motion Designer, SVT Design
January 2014 - August 2019

Designing and maintaining program visuals and marketing material, such as title sequences, in- program graphics, on screen and in physical form.

AD/Deputy Head of Department, The Icelandic National Broadcasting Service, RÚV (Iceland)
October 2012 - January 2014

Design lead for on-air look, idents, program visuals and marketing material for both the TV channel and it's two sibling radio stations. Contact person with external agencies.

Head of Promotions, The Icelandic National Broadcasting Service, RÚV (Iceland)
May 2012 - October 2012

Ideation, preparation and production of campaigns for the TV channel and it's two sibling radio stations.

AD/Motion Designer, Miðstræti/Fíton advertising agency
September 2009 - May 2012

Ideation, preparation and production of TV and web commercials. Team leader and account management.

Graphic designer, 365 Media
May 1999 - October 2009

I specialized in crafting program and channel idents as well as animated infographics. Notably, I played an early, pivotal role in the launch of the NFS news TV channel, gaining invaluable experience in managing intricate projects on a substantial scale during this exciting period.

Education

Valand Academy of Art, Gothenburg University
Master's Degree, 2002 - 2004

Digital art. Using the digital realm as a tool and medium for art and communication. Fusing impression with interaction and deep digging into art and sensory theory.

Icelandic Academy of the Arts
Bachelor's Degree, 1996 - 2000

Printmaking.

The Animation Workshop
VIA University College Danmark
Storyboard Professional Training, 2021

IHM Business School
Digital Marketing course, 2021

Coursea/Google
User Experience (UX) Design course, 2021

Software

- Adobe
  After Effects, Photoshop Illustrator, InDesign, Premiere Pro, Audition
- Black Magic
  DaVinci Resolve, Fusion
- Affinity
  Designer, Publisher, Photo
- Cinema 4D
- Blender 3D
- Word Press
- Figma
- Dragonframe
- Storyboard Pro
- Clip Studio Paint
- Reaper
- ProTools
- Logic Pro
- Microsoft 365 suite

Languages

I speak, read and write fluent English, Swedish and Icelandic

Please check out my homepage and other presence on the internet