

# Halla Kolbeinsdóttir

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## Summary

I specialise in assisting companies get their message across online; requirements analysis, project and account management, online marketing, copywriting, design, website management etc.

## Experience

### **Web Manager at Reykjavik University**

March 2015 - Current

Strategy and future vision, information architecture, requirements analysis, wireframing and day-to-day maintenance. Oversee web-content editors and training.

### **Web Information Architect at Pirate Party**

May 2014 - July 2016

Requirement analysis and information architecture development for piratar.is

### **Marketing Manager at Hugsmiðjan**

January 2013 - May 2014

Content marketing & social media mgmt. Set up blog.hugsmidjan.is & served as editor.

### **Account Manager at Hugsmiðjan**

June 2012 - December 2013

Account & project manager: Reykjavík Excursions, Iceland's ministries, Strætó, Redcar.is.

### **Designer / Front End Developer (Freelance)**

February 2001 - Present

Clients include Kosmos & Kaos, Meniga, Volkswagen, Reykjanesbær, etc.

### **Co-founder at Fort North and King Coyote Studios**

June 2010 - July 2014

Designer, marketing manager.

### **Designer at Mobilitus**

August 2009 - February 2011

Design and CSS. Clients included Collegehumor, Ticketmaster.

### **Development Manager, Web/WAP at Nova ehf**

February 2008 - March 2009

Oversaw web and mobile development for Iceland's 3G carrier. Redesigned a new carrier portal that launched '08 and was nominated for the Icelandic Web awards 2010.

## **Designer / Project Manager at Proteus Inc (USA)**

May 2005 - February 2008

Design and production of mobile storefronts and other web media. SMS, Web and WAP campaigns and wireless rules, guidelines and best practices. Partial client list: THQ Wireless, Disney, EMI CMG, Fox.

## **Webmaster at Fisherman's Post Online (USA)**

February 2005 - September 2006

Website maintenance and weekly content updates.

## **Art Director at Fisherman's Post (USA)**

March 2003 - September 2003

Layout design and production during first year of production. Our team of two produced a very successful newspaper for the Carolina's fishing community.

## Education

- **Háskólinn í Reykjavík, Iceland** - Business ideas and design, 2008 - 2008
- **Strayer University, VA, USA** - Business foundation, 2007 - 2007
- **University of East London, UK** - Graphic Design, 2003 - 2004
  - Voted class president first term
- **Cape Fear Community College, NC, USA** - Associates in Art, 2002 - 2003
  - Member of Phi Theta Kappa, the International Honor Society of Two Year Colleges

## **Various courses**

"Establishing and running a small business", Writing for the web, Google Analytics, Khan Academy math, Sculpture, Metalworking, Oil painting, Portrait painting.

## Honors and Awards

Was a member of the winning team at Startup Iceland's Hackathon 2014.

## **Icelandic Web Awards**

2016 - nomination for re.is (project manager)

2015 - nomination for ru.is (web manager)

2013 - nominations for blogg.hugsmidjan.is (editor), re.is and redcar.is (project manager)

2012 - hugsmidjan.is won "most interesting website according to SVEF members" (PM and copywriter)

2010 - judge

2010 - m.nova.is nominated in the category "best website for handheld device" (designer)

## Interests

Technology, design, art, media, family, keeping healthy, human rights.

## References

References available upon request