



# PARKER FREDLUND

DESIGN | MODELING | VISUALIZATION | MOTION GRAPHICS | CREATIVE DIRECTION

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## ABOUT ME

Multi-faceted design and creative visualization expert, specializing in Hardware UX Design. Making insightful design decisions backed up by logical thinking, user experience research, and data. A passion and knowledge for automotive design trends and technology.

My ability to design and model quickly, combined with my visual rendering skills and creative direction, allow me to prototype solutions to illustrate how elements function, appear, move and rest. I like to solve complex design challenges in a collaborative and innovative approach. I enjoy the process of building things from scratch, and being a mentor for others.

## PORTFOLIO EXAMPLES



## STRENGTHS

DESIGN	4	5
VISUALIZATION	4	5
MODELING	4	5
STRATEGY	4	5
STORYBOARDING	4	5
UX / UI	4	5
VR / AR	4	5
MOTION GRAPHICS	4	5
TEACHING	4	5

## TOOLKIT

VRED	4	5
PHOTOSHOP	4	5
AFTER EFFECTS	4	5
MAYA	4	5
UNREAL ENGINE	4	5
BLENDER	4	5
POWERPOINT	4	5
PHOTOGRAPHY	4	5
VIDEOGRAPHY	4	5
A.I. TOOLS	4	5

## EDUCATION

### ART CENTER COLLEGE OF DESIGN

BACHELOR OF SCIENCE IN TRANSPORTATION DESIGN WITH HONORS | 2007  
- Featured work chosen for gallery in 2004 and 2005

## CAREER

### FISKER INC.

SENIOR UX/UI DESIGNER | 2023 - 2024

- Collaborate on Hardware UX design proposals for Alaska Focusing on Exterior and Interior use cases.
- Designed numerous PEAR and Alaska interior screen and button controls
- Defined and animated the interface for the next generation Ocean Driver Display
- Supported UX/UI design reviews and concept ideation for Ocean
- Developed Aero Wheel and Alloy Wheel designs for Alaska and PEAR
- Interior design concepts for Alaska and Ocean
- Prototype physical design solutions and digital interfaces in low and high fidelity
- Present designs to Henrik Fisker and department heads for program adoption

### VOLVO CARS USA

SENIOR DESIGNER, VISUALIZATION, WHEELS, INNOVATION | 2016 - present

- Supporting the company's goal to become a fully electric car company by 2030
- Developing concept, production, and blue sky projects from initial strategy to final renderings
- Influence Global Design direction for vehicle exterior, interior, UX, UI, and Marketing
- Led the implementation of VR for daily design reviews between all three studios globally
- World building for VR, image creation, animated content, and user experiences
- Create intuitive, appealing and immersive experiences throughout the entire customer journey
- Persona development, storyboards, motion graphics, videos, creative direction
- Lead wheel and component designer for concept and production vehicles
- XC90, EX90, EX30, S60, S90, XC60, Concept TIO, Polestar 3, Concept Recharge

### POLYFACTION

FOUNDER | 2014 - present

- Designing products to sell online using the latest in 3D printing technology
- Collaborating with high profile influencers to promote unique brand merchandise
- Custom design services for retail customers, agencies, and brands
- Supporting clients with design, modeling, rendering, and interface development
- Creating content for investor and startup pitch deck presentations, leading to investor funding
- Art Center, Divergent 3D, Elroy Air, Midnight Oil Agency, Mullen, Haliene, Orange22, Icon Aircraft

### ART CENTER

FACULTY, GRADUATE TRANSPORTATION DESIGN AND SYSTEMS | 2012 - present

- 10 years experience teaching 65+ Graduate-level design students in digital design tools
- Teach complex visualization and design skills in steps that are easy to replicate
- Analog tools, Photoshop, Powerpoint, Maya, Blender, VRED, Unreal, After Effects

