



Fredrik Ax is a master at conveying your identity, sales and/or marketing messages through graphic design. Fredrik's approach is unique as he integrates both his knowledge of marketing and his gift for visual design. Following his formal art education at the Art Center College of Design in Los Angeles, he embarked on a path that would serve him and his clients well. Fredrik is concept driven, winning many awards and accolades throughout his career. His passion and love for design shows through in all of his work, from the simplest to the most complex of projects. You will find no other designer more committed to quality and excellence.

Design/marketing expertise

- · Advertising- Digital, Print, Outdoor, Internet, Broadcast, Specialty
- Email- Design, Data management, Distribution, Variable Data Mail Merge
- Internet- Web Design & Planning, HTML, FTP, SEO
- Social Media- Content Creation & Management
- Google- Adwords, Adsense, Analytics
- · Branding- New logos, Updates, Corporate Identities
- · PowerPoint Presentations
- Stationery- Business Card, Envelope, Letterhead Package
- Business Forms- All Types for print and online use, Fillable & Trackable PDFs
- Brochures- All Types (electronic and print)
- Packaging- All Types
- Product Design- 2 & 3 Dimensional
- · Displays- Point of Sale, Product, Trade Shows
- Sales Kits- All Types
- · Sales Offices- Temporary or Permanent
- Signage- Interior, Exterior
- Copywriting- Concept Headlines, Company/Product Naming
- · Photography- Lifestyle, Product, Art Direction
- · Video- Art Direction
- · Direct Mail- Simple, Complex, Variable Data
- · Research- Data Gathering
- Trade Show Exhibits- All Types

Technical skills

- · Adobe Creative Suite Products
- · Photoshop, Illustrator, InDesign, Dreamweaver, Flash
- Flash to HTML5 conversions
- Superuser website content administration (cruising.org)
- Raw HTML editing/composing
- Ecommerce/shopping cart administration (Veracart, Paypal, etc.)
- CSS, PHP, CGI, JS scripting/coding editing experience
- Lyris mass email data and content administration (400k emails per month)
- Data management experience (Excel, Access, PHPadmin)
- Domain management with registrars Godaddy, Network Solutions, etc.
- (DNS, Forwarding, Emails, FTP set up)
- VoIP Phone systems administration (Vocalocity, Cisco)
- Email administration (Intermedia)
- Software/hardware installation/troubleshooting (MAC & PC)
- · IT support for networks, desktops and work stations































Corporations influenced by Fredrik's Design Expertise

IBM; Ryder; Holiday Inns International; Royal Caribbean International; US Department of Energy; Yamaha; American Express; Franklin Realty; First Marine Banks, General Mills; Philips 66; Arvida; JM Families; St. Regis Hotels; Marriott Hotels; United Way; United Technologies; Grifs Western; Shakman Construction; Wireless-Z; Stiles Construction; TD Medical; Fraser Yachts; Renaissance Hotels; Capital Factors; Union Planters Bank; Cruise Lines International Association (CLIA); Air Partners; Memorial Regional Hospitals; Broward College; Nova Southeastern University; Pasco-Hernando Community College; Bunnell, Wolfe, Kirschbaum, Keller & McIntyre PA; Sunbeam Properties; Grubb & Ellis; Kelly Tractor; Tri-Rail; City of Sunrise; Keiser University; City of Coral Springs; Next Door Company; Workforce 2020; Kids Konvention; Broward Days; 211 First Call For Help; Florida Kidcare; Investware; YMCA; Coordinating Council of Broward; Ballys; SORC; Greater Miami Convention & Visitors Bureau; Richard MacDonald Sculpture; Shula's Steak Houses; Builders Choice; Advo; Drapes Contempo and others...

Notable Accomplishments

- White House Letter of Commendation for an energy conservation graphic concept utilized by the Department of Energy.
- Travel Weekly's Magellan Gold Award for website marketing (CLIA eGuide)
- · Broward Days team issues leader and design consultant
- Art Direction magazine packaging design award (Hollywood Bread's Yogurt English Muffins) with article published in Advertising Age
- Cruise Lines International Association's email marketing, 400k eblasts per month
- Design consultant for "Flair Across America" a 24-ft high Olympics'
- · Monument "The Gymnast" by sculptor Richard MacDonald
- Tampa's downtown Harbour Island (art director for 1 billion dollar real estate project)
- HUD project "Griffin Gardens" Art for Public Works (art/sculpture)
- Finalist for Popular Science's new products for the "Betacraft" sailboat.
- Design Instructor: Broward College, Art Institute of Fort Lauderdale and the South Florida Art Institute
- Addy Awards- various advertising categories
- Cystic Fibrosis Foundation- "Fort Lauderdale's Finest" executive committee and designer



Magellan Gold Award "Website Marketing"

LOGOS



Logos are designed to quickly convey a graphic symbol representative of a company or organization, and promote recognition. These award-winning logo concepts were designed to do just that. Fredrik captures the essence of the brand while at the same time appealing to its target audience.





















































ADS



Campaign ads designed by Fredrik that showcase his distinctive graphic conceptualization capability.





















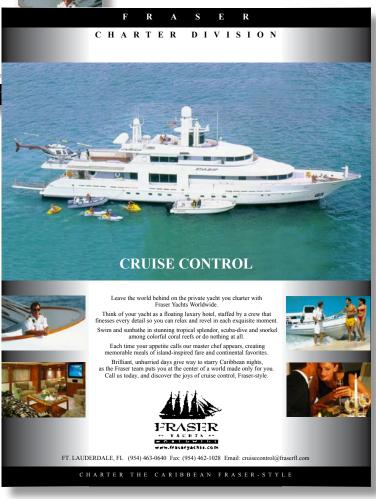






FT. LAUDERDALE, FL (954) 463-0640 Fax: (954) 462-1028 Email: cruisec

Ad design concept and production: Frazer Yachts, Fort Lauderdale, Florida USA



Creating a custom-quality door just got easier.

Introducing "One Source" by Next Door Company, an all-in-one program created to simplify your selection of the ideal door for your home. With One Source, we've pre-selected a collection of exceptionally-crafted stainless steel doors, frames, finishes, glass and hardware for you to choose from. And each door comes with a unique new feature: speed. Turnaround weeks. One Source. Suddenly, creating a striking, custom-quality home entrance is as fast and easy as going Next Door.

FREDRIK AX



Ad design concepts and production: Next Door Company & St. Regis Luxury Hotel & Residences, Fort Lauderdale, Florida USA



FOR MORE INFORMATION ON "ONE SOURCE" OR OUR FULL CUSTOM STAINLESS CALL TODAY OR VISIT YOUR NEXT DOOR DISTRIBUTOR.

Collier Architectural 90 Dorman Avenue, San Francisco, CA 94124 415/920-9720

NEXT DOOR COMPANY 888/791-4450

Our reputation is stainless



Introducing The St. Regis Hotel and Residences, Fort Lauderdale. The St. Regis tradition of world-class hospitality in exquisite surroundings has brought an extraordinary style of living to Fort Lauderdale Beach. Open your front door to a five-star resort hotel: round-the-clock concierge, doorman, valet and room service; ocean-view gourmet restaurant; café and poolside bar; European spa and in-residence spa service.

Best of all, personal attention that anticipates your every need -- a hallmark of St. R hotels from New York to Rome. Designed by the universally acclaimed architectural firm Arquitectonica, The St. Regis is undeniably Fort Lauderdale's premier residential address for those who love living life exceptionally well. Every glorious day,

For more information, call Realty Marketing & Development Corporation at (954) 525-1188.



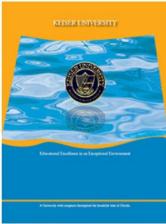
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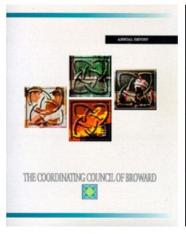
BROCHURES



Traditional print brochures or online e-brochures each one a real page turner! All concepted and designed by Fredrik.



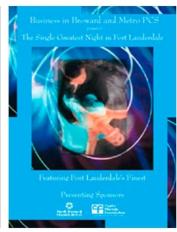


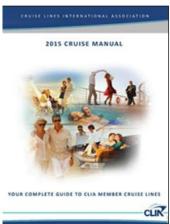




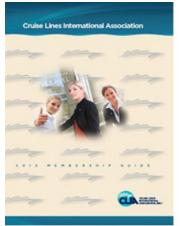






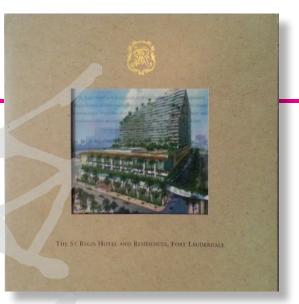














Brochure design concept and production: St. Regis Luxury Hotel & Residences Fort Lauderdale, Florida USA

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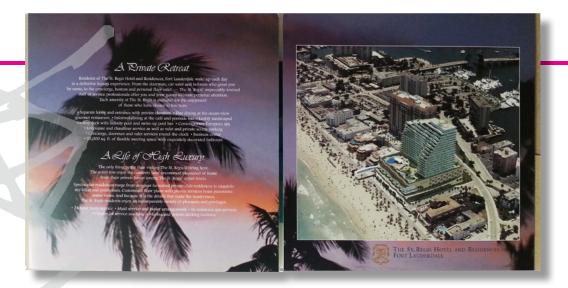


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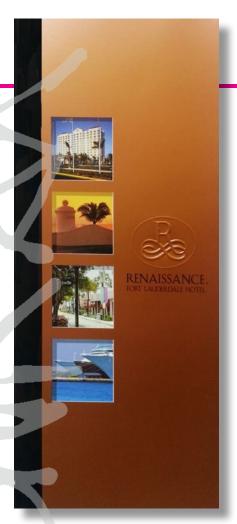
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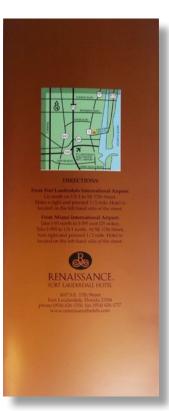




Brochure design concept and production: Renaissance Hotel Fort Lauderdale, Florida USA





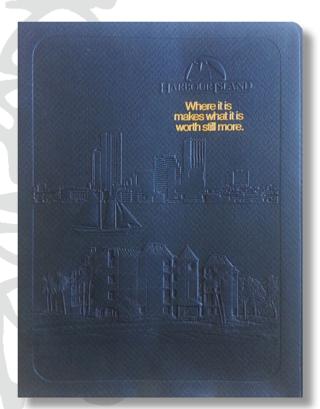




Brochure design concept and production: Harbour Island Tampa, Florida USA



Athletic Club Brochure



ATHLE TO CLUB

Main Pocket Folder Cover









Catalog design concept and production: NextDoor Company Weston, Florida USA





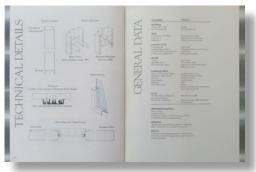














WEBSITES



This collection of websites showcases his design diversity and extensive experience working with front-end and back-end content integration. Knowledge of how both sides operate and integrate, helps to maintain a high level of design consistency maximizing marketing impact and success. Fredrik is an expert user in all of today's web languages.

















DIGITAL CAMPAIGNS



CLIA's "Ride The Wave" membership campaign drive fully designed and executed by Fredrik, complete with website landing pages, marketing email and other applications representing unification of branded design carried through all elements of the campaign.











ride the wave

CLIN

CLICK HERE TO JOIN OR RENEW

DIGITAL BANNERS



Dynamic banner advertising created for the world's largest cruise industry association (CLIA). All elements were created under a cohesively visual branding umbrella by campaign in line with corporate brand standards.























EXHIBITS



Fredrik designs exhibits, signage, vehicle graphics, exteriors, sales offices and more from conceptual roughs through to final scaled detailed construction drawings or final artwork always with the integrity of the brand at the forefront.











