



Work & Education

EXPERIENCE THROUGHOUT THE YEARS

WORK EXPERIENCE

2017 – Present

KING

STUDIO ART DIRECTOR



Working as a Studio Art Director involves the studio art at a whole.

With a team of 15 artists I'll provide support and leadership, as well as working with Studio Leadership (Head of Studio, Studio Director and Producers) as a key contributor as well as a driver for the studio strategy.

Providing hands on support to art leads and artists across the studio is to cover:

- Continuously improve the quality and efficiency of our art processes
- As a part of the studio art team actively lead, support, coach and develop individuals.
- Lead, develop and provide training needed to ensure we as individuals grow
- Provide support and development for goal settings and personal development.
- Oversee artist capacity/skill requirements and ensure we are staffed according to our studio needs. This includes managing the hiring of artists into the studio as required.
- Facilitate good working partnerships between studio art and key partners such as Brand, Marketing and Insights

With the love for art and both studio development as well as individual development, I thrive to continue constant success and high team spirit.

2014 – 2017 Q2

KING

PRODUCER



Started working as a Producer at King 2014, due to not yet any project started I took on a role as running Agile Methodologies.

Working with 2-3 team setting up Scrum; Planning, Retrospectives, Coaching and basic knowledge of how to work within Scrum.

Later 2014 this shifted and I've started working as a Producer for Brand, Community, Technical art and UI/UX.

Those were teams not yet implemented in the company structure of process and first milestone

were to get those up and running, there after looking at the product and the reach they

accomplished.



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Besides this I ran the localization of Pet Rescue Saga and released the game on Korea Android, as well as iOS Korea and China.

When this were done I moved on to working on an so far unannounced project, as a producer for the whole project lasting a year and a half.

Before leaving the position as producer I built up and maintained on of our live games called Blossom Blast Saga, were a lot of the focus were on team health and product experiments.

2012 - 2014

BLACKBERRY

UX Project Manager



Project Manager of Interaction Design and UI Graphics.

With the launch of Blackberry OS 10, I were responsible of all work regarding device apps, which from 10.1 and onwards also covered the Core OS.

Worked with OS 10, 10.1, 10.2 & 10.3, were a part of releasing all except 10.3. Devices that were a part of these releases are Z10, Q10, Z30, Passport and other.

Main assignments was to keep and both high and lowlevel planning through out our releases, as well as making sure we were able to switch around fast in order to meet updates and need to prevent workforce slowing down and losing track. Meet stakeholders and adapting best process to deliver each OS.

2006 - 2012

UBISOFT MASSIVE

ART LEAD



Started at Massive as an modeler, moving on to be one of 2 texture artist, responsible for texture across the products.

Move on to helping out as Art Director when needed, leading on to Associate Art Lead, following being the main Art Lead shortly after.

Responsible for high and low level planning, keeping our roadmap realistic and manageable, keeping track of visual and technical quality, as well as recruitment and HR responsibilities within the art team.

Been working on and releasing: World In Conflict, Far Cry 3 during my stay at Massive

2006

3D ARTIST

REDLOOP



3D Generalist working on commercials with SVT, Sony Ericsson, TetraPak etc.

Including all from animating, modeling, shading, particles etc.

2008 - 2012

MAKEUPARTIST

OWN COMPANY

After my education I started my own company focusing mainly on editorials and commercials.

During the years active I worked with clients like:

MAKEUPSTORE

NESTLEj- ZOEGAS

TOPECO

FRANKDANDY SUPERWEAR LIIAS

LANZA

GOLDWELL

SCA



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EDUCATION

CERTIFIED SCRUM PRODUCT OWNER

CRISP STHLM 2014

CERTIFIED SCRUM MASTER

CRISP STHLM – 2014

INTERNATIONAL MARKETING

BERGHS STHLM – 2010

MAKEUP & HAIRSTYLIST

MAKEUPSTUDION – 2008

DIGITAL ARTIST

BLEKINGE INSTITUTE OF TECHNOLOGY – 2004 – 2006



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Cover Letter

A LITTLE MORE ABOUT ME ON A PERSONAL NOTE

Hi!

My name is Peter Diár Friman, 37 years old, working as a Studio Art Director.

I currently reside at King, which is a company who produces casual games and are well know for their products at concepts such as Candy crush saga, Pet rescue saga and so on.

As a Studio Art Director I look over the studio at a whole, making sure always being aligned with global leadership, studio leadership and the individuals in our studio.

At King I've also been working as an producer and scrum master making sure we got teams to strive for self organizing structure as well as looking at our daily routines such as planning, retrospectives and agile mindset.

Many years ago I began working as an artist mainly with 2D art, along this path I found there were improvements to be made to our daily work by improving pipeline, priorities and such, which led me into becoming an Art Lead and Art Director stand in at Massive Entertainment.

I've been a part of steering committees and my tagline has always been; "Try to act as the union for my teams, making sure noise is kept outside if not in favor for the team to hear."

I care a lot for improving and trying out new ways of getting work done, and maintaining a good culture and experience in our workplace.

Of course it's not always as simple as it sounds, but with failing fast and learn where to improve is something I got to always keep in mind when traveling onwards my professional career.

As a manager and co-worker I've been given great responsibilities and I am really thriving in having these factors in my daily tasks. I strive for being the manager who improves result and together as a team deliver strong and colorful results.

With great experience in graphics, fashion, technical development, and especially leadership, I see myself eager to take on each and every task whether it fits art or not. Key habits I have is to constantly learn new skills and areas, making sure I as a person is as versatile as possible, and the perfect fit whenever you need assistance.

I am often told I am very energetic and spread it to people around me. People wellbeing is of great importance, and to balance this with company values and visions are rewarding to work with.

I like to keep a happy and loose environment with laughs and jokes, keeping a professional mindset and focus.

As a person I am very outgoing and work well both alone and in teams. I tend to care a lot and enjoy getting to know my co-workers both professionally and privately.

I look forward to eventually having the pleasure of meeting you to give a more personal view of me and to hear more about you.

Best regards, Peter



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