

Andreas Roosson

30.10.1992 (*is this necessary in a CV?*)  
Male (*well ok, just in-case*)

## EDUCATION

1 semester at Estonian Academy of Arts :)

## EXPERIENCE

Designer at TBWA\Guvatrak  
*August 2012 - April 2014*

Art Director at TBWA\Guvatrak  
*April 2014 - August 2014*

Designer at Hmmm Creative Studio  
*August 2014 -*

## WHAT I REALLY WANTED TO SAY

I think I got really hooked on illustration when in 2010. I really didn't do any drawing of any sorts till then. I just decided that this could be something interesting worth following. As I was 17 at the time, I didn't give it any deeper perspective. Once I was about to graduate, I realised, I'm probably not going to get hired just doing illustrations thus I volunteered to design the yearbook.

So 2012 is literally the first time I ever opened InDesign. I caught on pretty quick. I guess it all comes down to good taste. And good taste really makes me critical about everything I create till this day. I can spend hours on meaningless details. But it is also a driving factor for me. To do better. So with just one real systematic design in my portfolio, I sent out my dire CV to more places than I can remember. And I'm most likely never writing another CV again *because I rather drop a few lines than create charts showing how well I handle Adobe. Sorry to disappoint?*

Most of them were actually printing shops. A few ad agencies were hiring too. I only got a response from one. Everything went swell and I got hired before being accepted to Estonian Academy of Arts. I guess I semi-bluffed my way in at work as I had no clue about print production and how things really worked. And I learnt it the hard way, by doing tons of mistakes. I swear the project managers wanted to murder me.

Progress not perfection.  
I love that quote.

As I am not from Tallinn, getting an apartment meant I had to work and study simultaneously. As it happened, I found advertising and real work way more fun and rewarding than the conceptual projects at school. So I didn't hesitate to drop out when I was advised to take a break by all the teachers who I now probably have to thank.

I decided to make myself irreplaceable by pushing each project further and looking deeper into design aesthetics on my own. At that point I was aware of design as a noun not only as a verb. I pushed for about a year until I felt burned out and nowhere to grow. And at that point I realised everything wrong with the ad business. Yeah, there are some doing it right too. And we both know there is tons of literature, articles and opinions on the subject so I'm going to skip that. However, I find those two years vital in my development.

As far as motivation goes I was losing it. I want to produce purposeful work. Help people realise their dreams, bring change or at least make progress. I believe as designers we really get to experience all these different paths and ideas that other people are pursuing. And by doing so also grow as an individual. That's what designing is really about. Having the opportunity and expertise to give a little bit of yourself and your ideas to the world and taking that new knowledge with you to the next project.

So I moved on. And so far, this has been the greatest year of my "career". Now each project actually takes me further as a designer. I mean, I'm obviously still experimenting and there are tons of techniques and motives I still wish to explore and know I never will. But for and as of now, rather than keeping projects to myself, which I pretty much have done so far (*either due to accidentally erasing most of my backups every year or confidence*) I thought I'd showcase a few and perhaps attract the kind of projects I want to take on in the future.