



# LARS-ERIK RONNHEDEN

Programmer

Toca Boca

Developer

Polyfied

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Postiljonsvägen 4  
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## Profile

I've always been amazed by interactive experiences and what we can mediate through machines. Throughout the years I've been consulting for various companies, institutions and municipalities to bring my experience and creativity to the table. Today I'm employed at Toca Boca as a lead programmer, creating fun digital toys for kids. On the side I run a company called Polyfied where I'm developing and distributing software with focus on the games industry.

## Current Positions

**Toca Boca** — Lead Programmer, Stockholm 2015-  
App development with focus on pure play.

Web: <http://tocaboca.com>

**Polyfied** — Game and Unity3d tools development,  
Stockholm 2013-  
Game tool development in the Unity Engine.

Web: <http://polyfied.com>

## Current Projects

**Particle Playground** — Programmer, distributor, Stockholm  
2013-

A particle system plugin for the Unity Engine which lets you create, control and interact with particles in intuitive ways.

Web: <http://playground.polyfied.com>



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## Completed Projects

**Toca Hair Salon 3** — Lead Programmer, Stockholm 2016

A one of a kind hair styling app. Style, dress and mess up a wide variety of randomly generated clients. Released on iOS, Google Play and Amazon. Made with Unity.

Web: [tocaboca.com/app/toca-hair-salon-3/](http://tocaboca.com/app/toca-hair-salon-3/)

**Toca Dance** — Lead Programmer, Stockholm 2015-2016

An app for iOS where players create their own dance performance. Featured in "Best of 2016" on AppStore.

Web: <http://tocaboca.com/app/toca-dance/>

**One Sky** — Programmer, concept, FX, Stockholm 2015

A collaboration with Vision Shift Studios to develop an interactive experience controlled with EEG (brainwaves). The product was adapted for a dome display.

**GUC** — Project leader of game development workshops, Uppsala 2013-2014

Workshops in Unity® Engine with aspiring game development students.

**Santex** — Web developer, designer, Uppsala 2013

Campaign website and solutions for ordering Santex products.

**Blue Kite Studios** — Programmer, San Francisco 2011-2013

Programmer of iOS game Reef Run, featured by Apple with a user base around 700k.

**PRV** — Designer, Stockholm 2012



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Wireframes and design for Swedish Patent and Registration Office mobile web.

Web: <http://www.prv.se>

**Micasa** — Designer, Stockholm 2012

Wireframes and design for Micasa's construction processes.

**Knivsta Municipality** — Designer, Stockholm 2012

Wireframes and design of Knivsta Municipality website.

Web: <http://www.knivsta.se>

**Kristdemokraterna** — Designer, Stockholm 2012

Wireframes and design of Kristdemokraternas website, mobile web and Wordpress-theme.

Web: <http://www.kristdemokraterna.se>

**KFO** — Designer, Stockholm 2012

Design for KFO's mobile web.

Web: <http://www.kfo.se>

**Common Terms** — Designer, Stockholm 2012

Icon design for the .SE-sponsored project Common Terms.

Web: <http://www.commonterms.net>

**Broadband Forum** — Designer, Stockholm 2011

Wireframes and design for PTS investment Broadband Forum.

Web: <http://www.bredbandivarldsklass.se>

**Crawford** — Ad campaign designer, Uppsala 2011-2013

Production of Crawford's ad campaigns.

**Media View** — Consultant, Uppsala 2011-2013



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Consulting for the Media View business group in various projects.

**SF** — Designer, Uppsala 2011-2012

Design and solutions for Svensk Filmindustri's ad campaigns.

**Huddinge Municipality** — Designer, Stockholm 2011

Design of Huddinge Municipality's various connected websites.

**PTS** — Art Director, Designer, Stockholm 2010-2012

Redesign of the Swedish Post and Telecom Authority website.

Web: <http://www.pts.se>

**Financial Sector Union of Sweden** — Interaction Designer, Designer, Programmer, Stockholm 2009-2010

Interaction design and programming of the Financial Sector Union of Sweden's website.

Webb: <https://www.finansforbundet.se>

**Swedish Competition Authority** — Art Director, Stockholm 2010

Redesign of the Swedish Competition Authority's website.

Webb: <http://konkurrensverket.se>

**Flemingsberg Municipality** — Interaction Designer, Stockholm 2009

Implementation of design for the Flemingsberg Municipality's english website.

Web: <http://www.flemingsberg.se/sv/In-English/Start/>

**Metamatrix** — Consultant, Stockholm 2009-2012

Consulting for various projects with Metamatrix's clients.



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**Lydia Capolicchio** — Programmer, Designer, Stockholm  
2007

Interactive software designed for presentation in an Ericsson event.

**Telia** — Programmer, Stockholm 2006

Interactive software designed for a Telia event.

**Pfizer** — Programmer, Designer, Uppsala 2002

Interactive software for Pfizer designed to present the manufacturing process of the Healon product.

## Education

C3L — Videographics and Interactive Media, Tyresö  
2003-2005

Grafiskt Utbildningscenter — Multimedia, Uppsala  
2000-2003

## Other

Grafiskt Utbildningscenter — Teacher in web development  
and Adobe Creative Suite, Uppsala 2007-2009

Världen Idag — Designer, Uppsala 2005-2007

Working Art — Consultant, Uppsala 2002-2013