

Baldur Bjarnason

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<http://twitter.com/fakebaldur>

PROFILE

I've been making websites since I was a teenager, a period that is only a few years short of two decades.

I'm a member of the post-crash Icelandic diaspora and have followed a two-track career. On the one hand I have been making websites and producing interactive media since the mid-nineties. On the other hand I have been researching ebooks and interactive media since the year 2000, which has netted me more academic degrees than anybody has any sensible use for.

Now those two tracks, websites and ebooks, are converging. For better or for worse.

Most of my writing can be found on the following websites:

- My personal blog <http://www.baldurbjarnason.com/>
- Futurebook <http://www.futurebook.net/users/baldur-bjarnason>
- O'reilly's Tools of Change blog <http://toc.oreilly.com/bbjarnason>
- Studio Tendra <http://studiotendra.com/> which is a publishing experiment I'm running with my sister, who is an animator and illustrator.

I've been living and working from Bristol, UK, for the past four years.

EXPERIENCE

Web Program Manager, Commtouch — 2012-2013

Managed, updated, developed, and troubleshot several of Commtouch's websites. Made sure that the websites provided the marketing department with the support and the tools they needed to bring in leads.

Web Program Manager, FRISK Software — 2011-2012

Managed, updated, developed, and maintained all of the company's websites, including the ecommerce site. Provided the marketing department with analysis related to online marketing opportunities.

Web Editor, FRISK Software — 2006-2011

Managed, updated, developed, and maintained all of the company's websites, including the ecommerce site.

Teacher/Lecturer, Reykjavik Technical College — 2007-2008

I taught photography, media, and design students, aged 16-20, the interactive media and computing skills they need for their careers in the creative industry.

Freelance Lecturer, University of the West of England — 2005-2006

I taught courses in the University of West of England's MA Interactive Media degree.

EDUCATION

University of the West of England, Bristol, UK — Ph.D, Interactive Media

University of the West of England, Bristol, UK — MA, Interactive Media

University of Iceland, Reykjavik, Iceland — BA, Comparative Literature

SKILLS

If it takes place in the browser, I can probably do it, the only question is how quickly. I'm intimately familiar with HTML, javascript, CSS, EPUB, web-oriented file formats in general, ecommerce system issues, and the like. I'm confident that I can figure out any web-related technology I'm not already familiar with in a short space of time.

While I wouldn't label myself a programmer, many aspects of my work have become indistinguishable from that of a programmer.

My work has involved a lot of analysis, especially in the later years. I've generally not just had a say in how things are done but also what is done and why. That's not to underestimate the importance of the how in any way.

OTHER

In addition to my web-oriented work, I have been heavily involved in ebooks and digital publishing. I run a small publishing effort with my sister (an illustrator) called Studio Tendra. I have also been doing talks and workshops related to digital publishing.

Those include:

- A talk on web formats at IfBookThen in Milan (2012).
- A talk with Dan Rhatigan (Monotype) on ebook design at Tools of Change Frankfurt (2012).
- I was on a panel on the Future Editorial Product at Futurebook in London (2012).
- With Tom Abba I ran a two day REACT sandpit workshop in Bristol on the future of the book (2012).
- A talk at Hachette-Livre, at their offices in Paris, on ebook design, ebook development processes, and other issues as a part of their Forum Numérique series of talks (2013).