

## PERSONAL DATA

Name: Mads Lykke  
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Born: 1980 in Skive, Denmark.  
Civil status: Living with my girlfriend Mette,  
who is a nurse.



## WORK EXPERIENCE

### 2012 - PROJECT COORDINATOR AND DIGITAL DESIGNER

Metopia, Denmark

Developing digital medias such as computer games & a multitude of video (online videos/music videos/short film/broadcast/commercials/marketing/branding/educational etc.)  
(See <http://metopia.dk/> for list of references.)

### 2011 - SOUND DESIGN TEACHER

GamelT College, Grenaa, Denmark

Sound design classes for computer game students, focusing on sound perception and sound design for audio-visual media like video and computer games.

### 2010 - SOUND- AND INTERACTION DESIGNER

Freelance, Denmark

Sound design for TV, film, commercials, computer games and physical installations. Sound director for film and TV productions. Sound branding (sonic identity and sound logos) for companies, Concept development and research on sound in interactive contexts - such as experience-oriented environments created for play, exploration or art etc. (See <http://www.madslykke.com> for complete list of references.)

### 2010 SOUND DESIGNER

MetaDesign, Berlin, Germany

Sound Branding for Audi, Siemens, Lufthansa, VW, Deutsche Post, and Seat, including analytical tasks (brand analysis, development of sound identities) as well as practical sound design-tasks (sound logos, sound designs for brand videos, commercials). Furthermore I developed an interactive sound installation for MetaDesign headquarters in Berlin. (<http://www.metadesign.de/soundprofessor/>)

### 2009 – 2010 MULTIMEDIA DEVELOPER

sosumedia, Aarhus, Denmark

Development of virtual learning environments and digital media for educational purposes, such as websites and movies. (<http://www.sosumedia.dk/>)

## OTHER EXPERIENCE

### 2010 **AUDIO SPECIALIST INTERVIEW**

Designing Sound, USA

As an audio specialist I was interviewed on the topic "Procedural Game Audio". The interview is published on Designing Sound, which is an online resource for audio professionals.  
(<http://designingsound.org/2010/09/audio-implementation-greats-8-procedural-audio-now/>)

## EDUCATION

### 2006 – 2008 **MASTER'S DEGREE IN MULTIMEDIA, FOCUSING ON AUDIO DESIGN**

Department of Information and Media Studies, Aarhus University, Denmark

My studies were focused around audio in digital media and I have achieved extensive knowledge about designing and implementing audio that takes advantage of the specific medium - whether the medium is a computer games, a movie, an interactive installation, or something completely different.

Average result: 10,4 (on the Danish 12 scale, corresponding to a B on the ECTS scale)

### 2007 **COMPUTER GAME EDUCATION, FOCUSING ON AUDIO DESIGN**

The National Academy of Digital, Interactive Entertainment (DADIU), Denmark

This education is based on collaboration between nine Danish universities and three Danish art schools from which students meet once a year to create computer games together. I participated as audio designer and composer in the production in May 2008. This resulted in the award-winning computer game "Flipside" I also co-developed the audio engine for the game and the music system that is used.  
(<http://playflipside.com/>).

### 2004 – 2006 **BACHELOR OF SCIENCE IN MEDIALOGI**

Medialogy at Aalborg University in Copenhagen, Denmark

Through my bachelor study I have acquired extensive knowledge of a wide range of technologies involved in developing digital media. The technological knowledge was translated into practice through group projects that ended the six-month courses (semesters). My exam projects have been focused around developing alternative human-computer interfaces such as webcam-controlled computer games, voice-controlled virtual music instruments, and real-time rendered 3D movies that let the user control the camera and editing ("Machinima").

Average result: 10 (on the old Danish 13 scale, corresponding to a B on the ECTS scale)

### 2002 – 2004 **MULTIMEDIA DESIGNER**

Copenhagen School of Design and Technology, Denmark

Through my multimedia designer study I have focused on market communication, strategy development and digital PR. These topics were translated into practice through group projects where business analysis formed the basis for developing action plans and strategies. In addition the education also focused on the practical work (media development etc.) that arise from strategic changes.

Average result: 10 (on the old Danish 13 scale, corresponding to a B on the ECTS scale)

## LANGUAGES

### DANISH

Native language.

### ENGLISH

I speak fluent English and I am capable of writing English on an academic level. My bachelor studies were exclusively in English, as there were many international students.

### GERMAN

I understand almost everything I hear and I am able to perform basic conversations in German.

## RECREATIONAL INTERESTS

I have always been very interested in sound. I have been playing music and sung since I was a child and I have attended music schools since I was five years old. I have always used music as a way to challenge and express my creativity - both by recreating specific sounds but also by composing my own material. Music has thus become an integral part of my spare time where I also play and sing in several bands. I love to challenge myself musically by involving myself in new band constellations. Additionally I have a home studio that I use for my audio design jobs and for recording musical material - primarily for my own pleasure, but it happens that friends come over to record, mix, and master their material.

Besides my musical hobbies I jog several times a week and play badminton on exercise level. The physical exercise gives me renewed energy to work in front of the computer screen.