PERSONAL DATA

Name: Mads Lykke
Address: Mejlgade 71, 4. tv.
              8000 Aarhus C
              Denmark

Phone: 0045 29263899
Email: contact@madslykke.com
Website: http://www.madslykke.com

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

WORK EXPERIENCE

2013 - …   **OWNER**
Metopia, Denmark | http://metopia.dk

Metopia is a creative production company working with film, sound, and interactive media. We produce corporate videos and commercials for a wide variety of clients, and compose music and create sound designs for film and interactive media.
Furthermore, Metopia develops interactive media, both well-known formats like computer games, apps and e-books - but also new and explorative formats like interactive music. Our project AudioMatter was exhibited at SPOT Festival 2013, and will be showcased at Roskilde Festival 2014 in collaboration with the Danish Museum of Rock. AudioMatter is developed in collaboration with bitCrushers.

2013 - …   **EXTERNAL LECTURER**
Aarhus University, Denmark | http://www.au.dk

Sound- and Interaction Design courses for Digital Design students at Master- and Bachelor level (KA and BA). The courses focus on developing new interfaces for interaction with sound through a combination of hands-on workshops and lectures.

2012 - 2013   **CO-OWNER**
Metopia, Denmark | http://metopia.dk

Metopia is a production company handling both video and sound. We produce video for web, corporate videos, and commercials - and compose music and sound designs for movies, TV shows, and interactive media. Furthermore, we develop and produce our own concepts, including the popular satire show TurboModul on YouTube. TurboModul was sold to Danish TV2 Zulu in 2013 and the first season will air from August 2013.

2012   **DIGITAL MEDIA PRODUCER**
Metopia, Denmark | http://metopia.dk

Developing computer games, ebooks, and a wide variety of videos, including video for web, music videos, short film, commercials, marketing/branding videos, and educational videos.

2011 - …   **CO-FOUNDER**
BitCrushers, Denmark | http://www.bitcrushers.org

BitCrushers is a design group working with concept development and production of interactive music apps and interactive installations. We work on allowing all people to express themselves musically in an immediate manner.

2011 - 2012   **SOUND DESIGN TEACHER**
GameIT College, Denmark | http://www.gameitcollege.dk

Biannual 5-week sound design course for computer game students, focusing on sound perception and sound design for audio-visual media like video and computer games.

2010   **SOUND DESIGNER**
MetaDesign, Berlin, Germany | http://www.metadesign.com

Sound Branding for Audi, Siemens, Lufthansa, VW, Deutsche Post, and Seat. Tasks included brand analysis, development of sound identities, and sound design for sound logos, brand videos, and commercials. Furthermore, I developed an interactive sound installation for MetaDesign headquarters in Berlin.

2009 – 2010   **MULTIMEDIA DEVELOPER**
sosuMedia, Aarhus, Denmark | http://www.sosumedia.dk

Developing virtual learning environments, and digital media for educational purposes, such as websites and movies.

EDUCATION

2006 – 2008   **MASTER'S DEGREE IN MULTIMEDIA, FOCUSING ON AUDIO DESIGN**
Department of Information and Media Studies, Aarhus University, Denmark

Focus on audio in digital media and 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).

2004 – 2006   **BACHELOR OF SCIENCE IN MEDIALOGY**
Medialogy at Aalborg University in Copenhagen, Denmark

My exam projects have all 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.

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

Focus 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 media development that arises 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 age 5. 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 constellations.

Besides my musical hobbies I run several times a week. The physical exercise gives me renewed energy to work in front of the computer screen.