



I think in systems, design for outcomes

Senior UX designer with 16 years of experience turning complex problems into clear, useful products. I work comfortably both as a hands-on designer and as a design lead—shaping direction, aligning teams and carrying ideas through to delivery. I thrive in collaborative environments where I can stay close to the work and create meaningful value for users and the business.

Experience

JUN 2026 - NOW

Beyond Pixels (own company)

Building Anjin.se, job search assistant for designers.

NOV 2024 - FEB 2025

UI/UX Designer (consultant) - Gradr

Redesigned an AI-driven assessment product for teachers, from concept to interactive prototype.

JUN 2023 - NOV 2024
FULL TIME

Head of Design - EdAider

Led and planned UX for three education products, from needs to finished solution. Drove research, concept, prototyping and validation with PM, developers and the business. Introduced a new design system and ensured WCAG 2.1 AA accessibility. Coached the design team.

NOV 2024 - JUN 2025
PART TIME

MAR 2023 - JUN 2023

Lead UX Designer - Qvik

Led UX research for Finnair focused on accessibility and efficiency. Established ways of working at Qvik's Stockholm office.

2022 - 2023

UX Designer (consultant) - Osynlig

Redesigned Uppsala municipality's fault-reporting service for usability across many audiences. Led design of SEB's Neo banking app for young users, a complex flow with high security requirements.

2020 - 2022

Senior Product Designer - Learnifier

Mapped user needs with PM and turned them into interactive prototypes for a B2B learning platform. Maintained the design system in an agile team and coached junior designers.

2019 – 2020

Product Designer - DigiExam

Delivered a safe, reliable experience for a digital exam platform with high security and accessibility demands. Ran research, workshops and interviews, and built prototypes with the dev team.

2010 – 2018

UX & Visual Designer (consultant) - inUse

Government Offices of Sweden 2017–2018: designed a budgeting system and business-critical flows with many stakeholders and high demands on quality and maintainability. Also engagements for SBAB, Swedbank, Hemnet and Volvo Cars.

Capabilities

AI & ML

Applying AI and machine learning in the design process.

UX PROCESS

Research, needs analysis, concept, prototype, validation and rollout.

ACCESSIBILITY

WCAG 2.1 AA, legal requirements in practice, turning them into design.

TOOLS

Figma (expert), Miro, Claude Code, Lovable, VS Code.

LEADERSHIP

Led UX on several major engagements; coached designers.

COLLABORATION

Cross-functional agile teams with developers, testers, architects and domain experts.

METHODS

Workshop facilitation, needs analysis, design systems, service design.

Education

AUG 2025 – MAY 2026

AI and Machine Learning - ITHS

Python, statistics, PyTorch, Pandas, SQL, training and evaluating my own models.

2021 – 2024

Ambition Empower

Design Leadership, Project Management, Design Ethics, and AI & Design.

2023

Aalto University - Facilitating Change

Identifying, initiating and measuring change in organizations.

2001 – 2005

Stockholm University - Grafiska Institutet

Project management, marketing and graphic design; art and film theory.

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