

Bigger engagements, selected

Springer Nature since 2017

Product design

I started by – together with my team – deeply understanding librarians. With this knowledge we now make the relationship between Springer Nature and librarians smoother and quicker. The result will likely be increased revenue.

EIDU 2016—2019

Design & collaboration coaching

I worked with teams and individuals to increase collaboration, design focus & strategic alignment in the organization. I am proud to have helped EIDU go from founder-as-designer to a nascent modern product organization.

SVT (the Swedish national television) 2011—2014

Product design

I worked with concept developers to create prototypes and engaged developers and graphic designers early. I continuously conducted usability tests of prototypes and finished products. I am proud to have led the interaction design work for Barnplay.se, a VOD service for kids.

Smaller engagements, selected

Upplevelse.com 2015—2020

Interaction design, web development.

BromsKarlapan.se 2013—2020

Digital strategy, visual design, web development.

Art direction by Justine Lagache.

ReActGroup.org 2015—2020

Editorial strategy, interaction design, visual design, web development.

my.artbutler.com, etc 2016—2018

Interaction design, graphic design, editorial.

StudioNoc.com 2013—2017

Interaction design, graphic design, web development.

Art direction by Erik Rune.

Mouselephant.com 2016

Interaction design, web development.
Art direction by Mouselephant.

JuanArata.com 2016

Interaction design, graphic design, web development.

Art direction by Mouselephant.

EliCornejo.com 2016

Web development, graphic design.

Private projects, selected

Walladore.com (poster shop) since 2017

Together with my friend (and former boss) Daniel I run a store. We work together to find artists and curate the collection. I designed and built the store. Our biggest challenge though is marketing. Via content, ads, newsletters and more we try to engage with design interested parents.

Orchidehuset.se & Pelargonhuset.se (plant shops) since 2012

My friend Peter takes care of the plants, curates the assortment and sets prices. I do all "sales and marketing", including building the e-commerce site.

OrkidePrat.se (Scandinavia's largest orchid community) since 1998

I create community enabling tools under the premiss that all content is valuable. I build a multitude of ways of interacting: show photos, ask questions, blog, discuss in private, buy and sell, meet in real life etc.

Education, selected

Foundations in Creative Leadership Certificate, IDEO U, 2019

I learned the foundations of a leadership style that values creativity and collaboration to generate, embrace, and execute on new ideas. Developed the leadership skills to engage and motivate others, especially when the path forward is unclear. Led by Tim Brown, and Jenn Maer.

Foundations in Design Thinking Certificate, IDEO U, 2017

I learned IDEO's approach to gathering human-centered insights that fuel innovation. The certification has also helped me to generate even more creative ideas and bring those ideas to life. Led by Brendan Boyle, Jane Fulton Suri, and Coe Leta Stafford

Visual design Esdip Berlin, 2017

Through 12 projects this big course helped me use design tools more efficiently and sharpened my use of color, composition and typography. Led by Danimaiz and Lisi Badia.

Design Think, Think Design Esdip Berlin, 2016

By mixing theory and design history with practical projects the course strengthened my visual communication skills. Led by Jorge Chamarro.

Diploma in Digital Media Design Örebro University, 2004

Bachelor of Science of Systems Development Örebro University, 2004

Björn

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