

# 2019 Portfolio



My most significant trait in my life as a *developer* and *designer*, but also as a *person*, has always been to approach things with an *open mind*. I think it emerged from my *creativity-filled childhood*, where there were no rights or wrongs—only *similarities* and *differences*.

With a truly *interdisciplinary* background, my way of thinking has evolved into a *powerful tool* which I aim to take advantage of, to leave the world in a *better place* than when I arrived.

This portfolio contains a small selection of my work as a *web developer*, *design thinker*, *engineer*, and all-round *problem solver*.



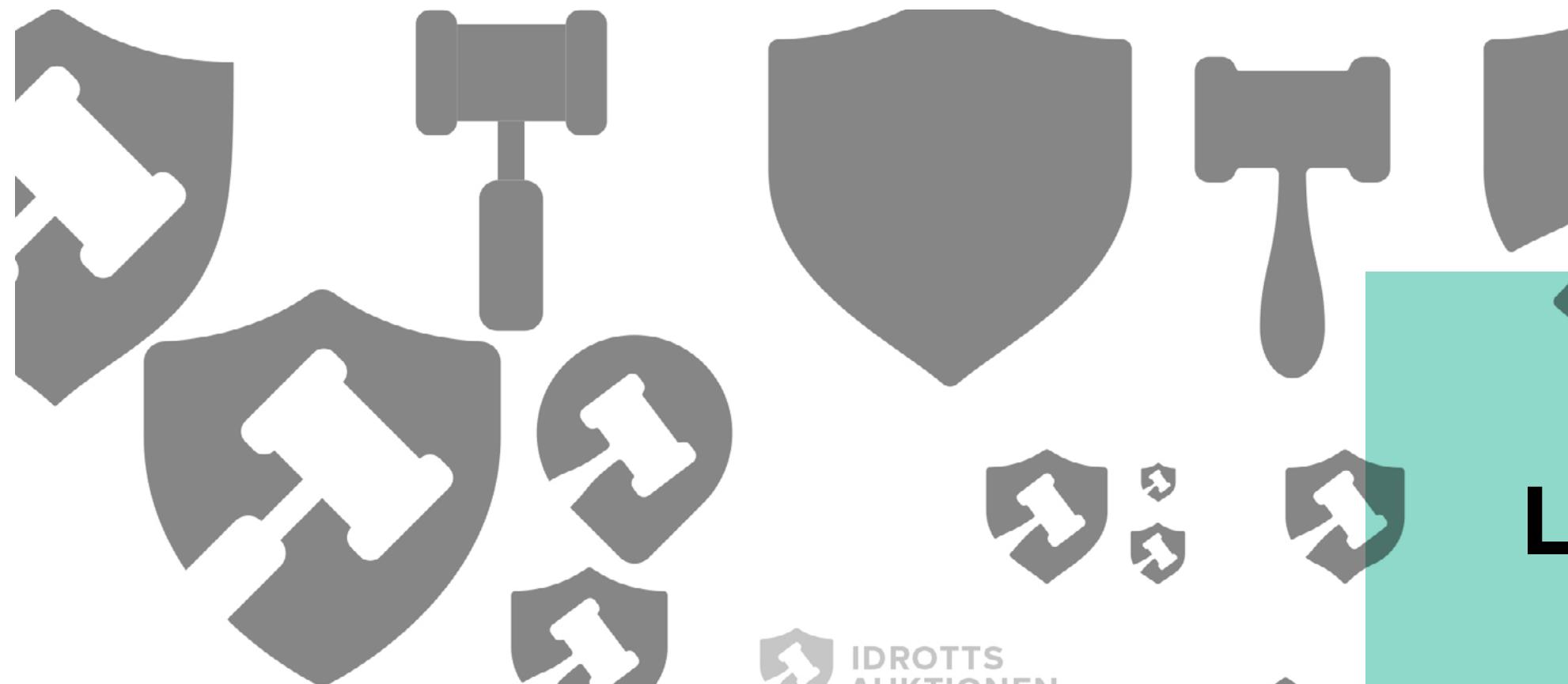
EXPERIENCE (LAST 3 YEARS)		EDUCATION (UNIVERSITY-LEVEL)	
JAN 2018 – PRESENT	<b>minimal design</b> / Founder & Creative Head Full-stack development, graphic design and branding. Side project in parallel with my studies.	•	2015 – 2020 <b>Luleå University of Technology (Luleå, Sweden)</b> MSc / Industrial design engineering – Product design Five year long CDIO-based industrial design engineering education, projected to be finished in four and a half.
AUG 2018 – MAY 2019	<b>Gestamp Hardtech</b> / Process Analyst Part-time position while studying. Work consisting of CAD in Siemens NX, as well as running and analyzing simulations.	✗	SPRING 2018 <b>University of New South Wales (Sydney, Australia)</b> Exchange studies Exchange studies for one semester at UNSW Art & Design in Sydney. Focused on gaining new perspectives on my engineering-based education by taking arts courses.
AUG 2018 – MAY 2019	<b>Academic Work</b> / Consultant Part-time position while studying.	•	2013 – 2014 <b>Chalmers University of Technology (Gothenburg, Sweden)</b> MSc / Computer science and engineering Started computer science studies to take my hobby programming and web development to the next level. Decided after the first year to direct my professional focus towards product design instead, and began studies at LTU.
APR 2017 – FEB 2018	<b>Stockholmsgruppen Models</b> / Model 'New face'-model for modeling agency in Stockholm. This was as an opportunity I took to improve my social skills and confidence, while meeting new people and expanding my network.	+	
AUG 2017 – JAN 2018	<b>Luleå University of Technology</b> / Library Assistant Part-time position while studying.	+	
FEB 2016 – AUG 2016	<b>isMobile</b> / Graphic Designer Part-time position as in-house graphic designer while studying.	✗	
SKILLS (SOFTWARE AND LANGUAGES)			
		Adobe Suite (ID, PS, AI)	CSS/SASS JAMstack
		Sketch	PHP CMS (WP, Squarespace)
		Framer	SQL Siemens NX
		DNS Management	Git Catia
		SEO	JavaScript Keyshot
		HTML	React Maya



# IDROTTSAUKTIONEN

CLIENTELE WORK + BUSINESS VENTURE / WORK IN PROGRESS

Idrottsauktionen is a *currently on-going* project initiated by a client of mine, turned into a *business venture* together with me as *lead developer* (full-stack) and *lead graphic designer*. We aim to make it easier for both *sports clubs* and *their supporters* to contribute to their teams through *sponsor-backed auctions*.



AUCTIONEN  
ionen

nen

nen

nen



AUCTIONEN



AUCTIONEN



IDROTTSAUKTIONEN



IDROTTSAUKTIONEN



auktionen



auktionen



auktionen



auktionen



auktionen



auktionen



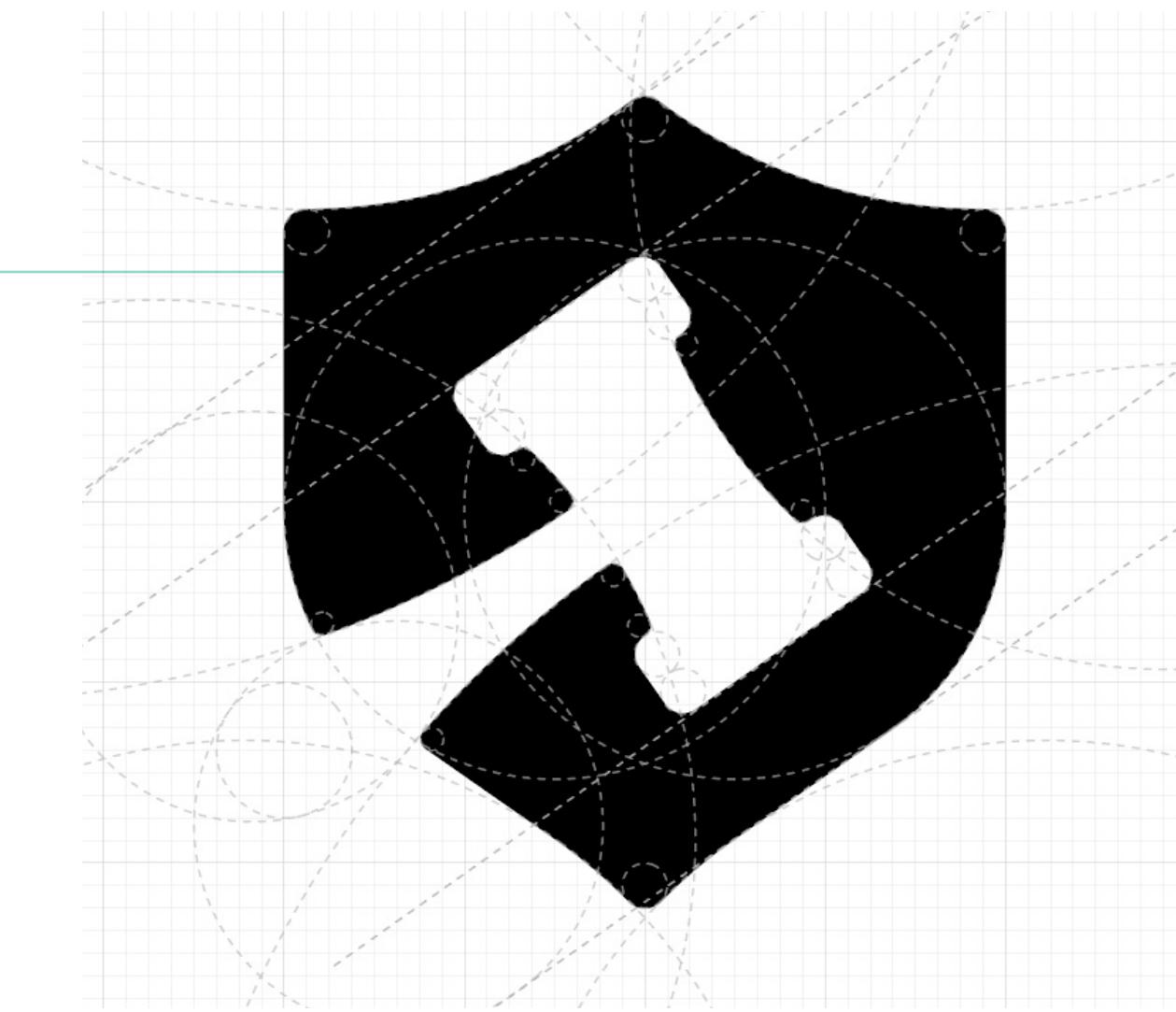
auktionen



auktionen

## LOGO DESIGN

GEOMETRICAL  
PRECISION



The logo was designed with sports clubs in mind, and focused around being “simple but expressive”.



**Idrotts  
auktionen**

 **Idrottsauktionen**

 **Idrotts  
auktionen**



Idrotts  
auktionen



Idrotts  
auktionen



Idrotts  
auktionen

Idrottsauktionen

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Idrotts  
auktionen

Roboto  
Light

Source Sans Pro  
Regular

Idrottsauktionen

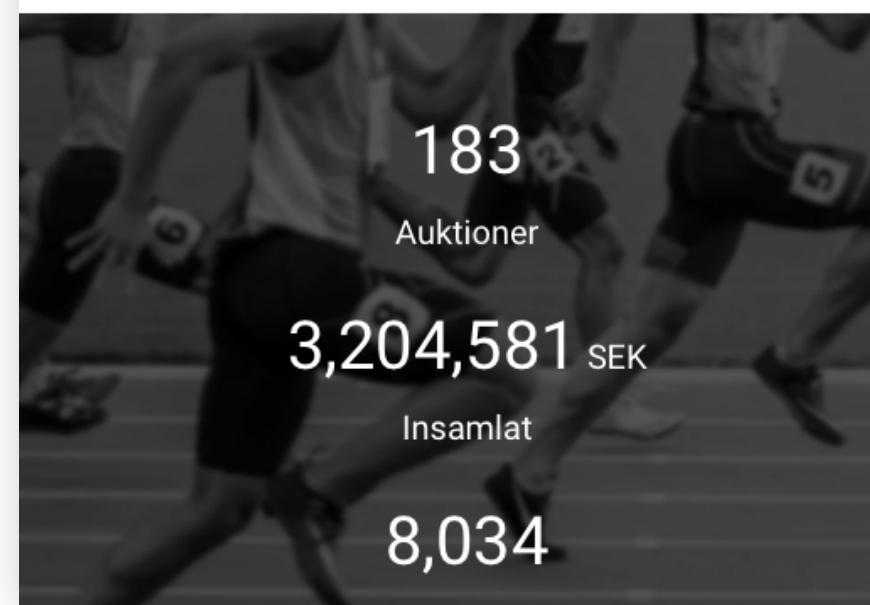
Idrotts  
auktionen

Stöd Sveriges föreningsliv

Kom igång med din förening

## BRAND IDENTITY

Idrottsauktionen är ett initiativ med en vision om att göra det enklare för supportrar och idrottsföreningar att stödja sin verksamhet.



**MOBILE-FRIENDLY LAYOUT**

**Idrottsauktionen**

Stöd Sveriges föreningsliv

183 Auktioner  
3,204,581 SEK Insamlat  
8,034 Sålda objekt

Föreningar  
IFK Kalix  
IFK Luleå  
Örnsköldsvik FF

BLI MEDLEM

**Idrottsauktionen**

Stöd Sveriges föreningsliv

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris convallis vehicula nibh, sed euismod sapien sagittis ut. Suspendisse auctor lectus id elit egestas malesuada.

BLI MEDLEM

Föreningar  
IFK Kalix  
IFK Luleå  
Örnsköldsvik FF

183 Auktioner  
3,204,581 SEK Insamlat  
8,034 Sålda objekt

SE ALLA AUCTIONER

Kom igång med din förening

ANSÖK

**Idrottsauktionen**

Idrottsauktionen är ett initiativ med en vision om att göra det enklare för supportrar och idrottsföreningar

Auktioner  
Så handlar du  
Föreningssökaren

Idrottsauktionen  
Nyheter  
Om Idrottsauktionen

Medlem  
Logga ut  
Bli medlem

# WEBSITE DEVELOPMENT

The website is custom built using PHP, HTML, CSS and Javascript. See it live at [idrottsauktionen.se](http://idrottsauktionen.se).

The main focus is on the *usability* and *user experience* for both *sports clubs* and *members* of Idrottsauktionen.

**INTUITIVE ADMIN BACK-END**

Alexander Sandberg  
PROFIL / LOGGA UT

Skapa objekt

**Idrottsauktionen**

Förening  
Välj förening \*

Auktion  
Välj auktion \*

Kategori  
Välj kategori \*

Sponsor  
Välj sponsor

Sluttid  
2019-02-26 00:00 \*

Namn  
\*

Objektnr.  
\*

Marknadsvärde  
\*

Beskrivning  
\*

Startbud  
\*



# HUAWEI 5G EQUIPMENT

UNIVERSITY PROJECT / CLIENT: HUAWEI

A vision project in collaboration with Huawei, with the aim to design their future 5G *product portfolio*, to facilitate the deployment of *telecom infrastructure* in today's cities.

# CDIO PROCESS

The project began by interpreting the design brief given to us, to get a *unified* sense within the team of what the client was asking for.

## UNDERSTANDING THE SITUATION



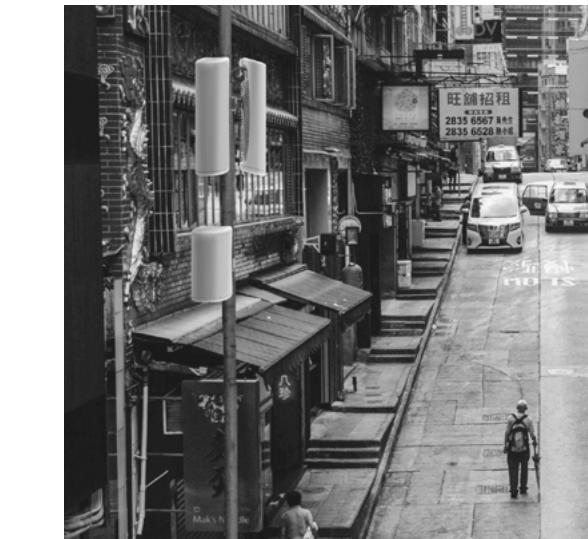
**CONCEIVE**  
PROBLEM DEFINITION  
AND CONTEXT INQUIRY



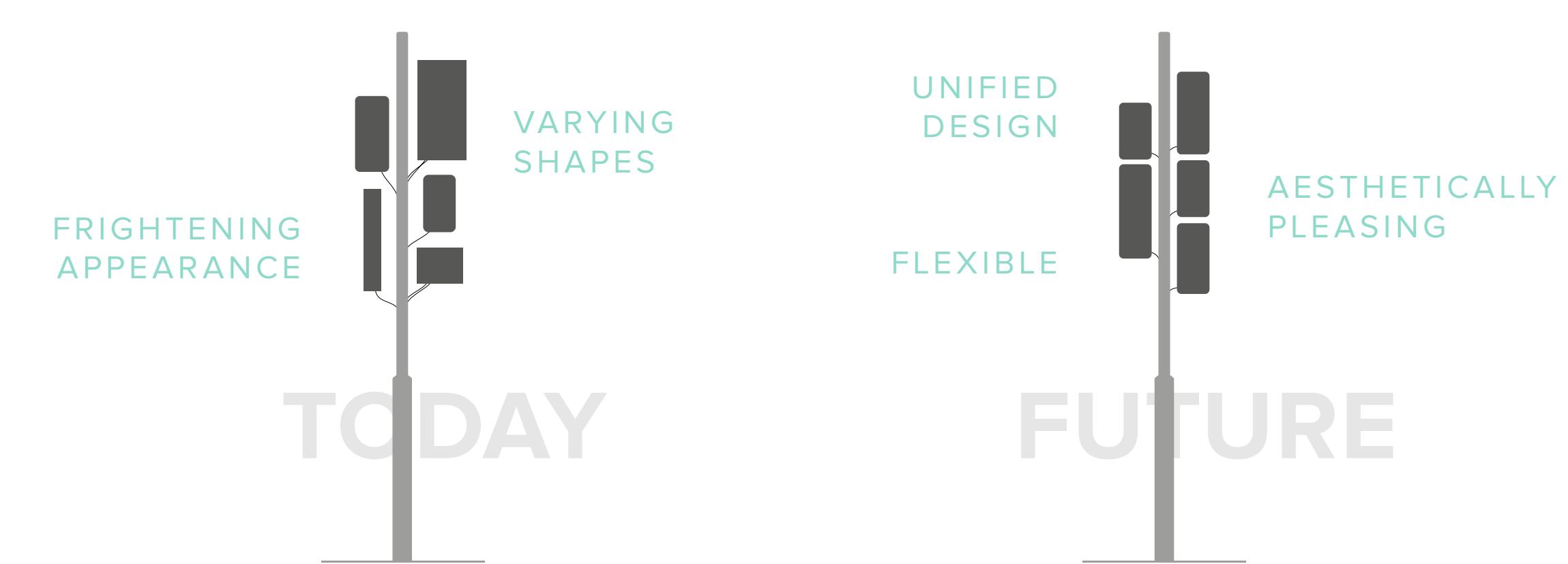
**DESIGN**  
GENERATION OF  
CONCEPT IDEAS



**IMPLEMENT**  
CONCEPT DECISIONS  
AND REFINEMENT



**OPERATE**  
REALIZATION OF  
PROJECT DELIVERABLES



# LITERATURE REVIEW

HUAWEI TODAY  
THE 5G REVOLUTION  
SUSTAINABLE DEVELOPMENT

PRODUCT SEMANTICS  
HONEST DESIGN  
EMOTIONAL DESIGN

FENG SHUI

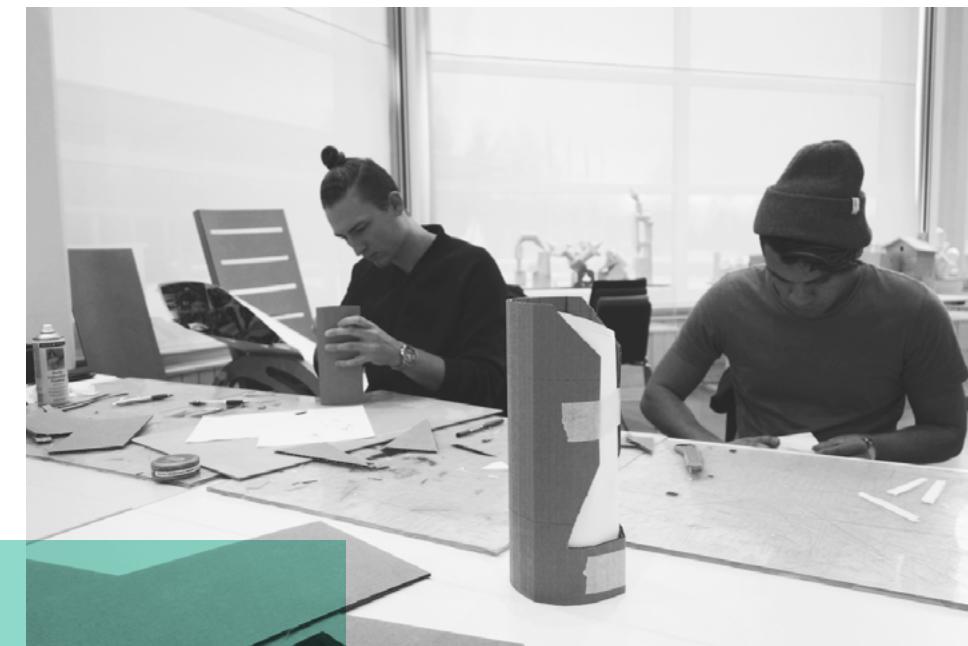
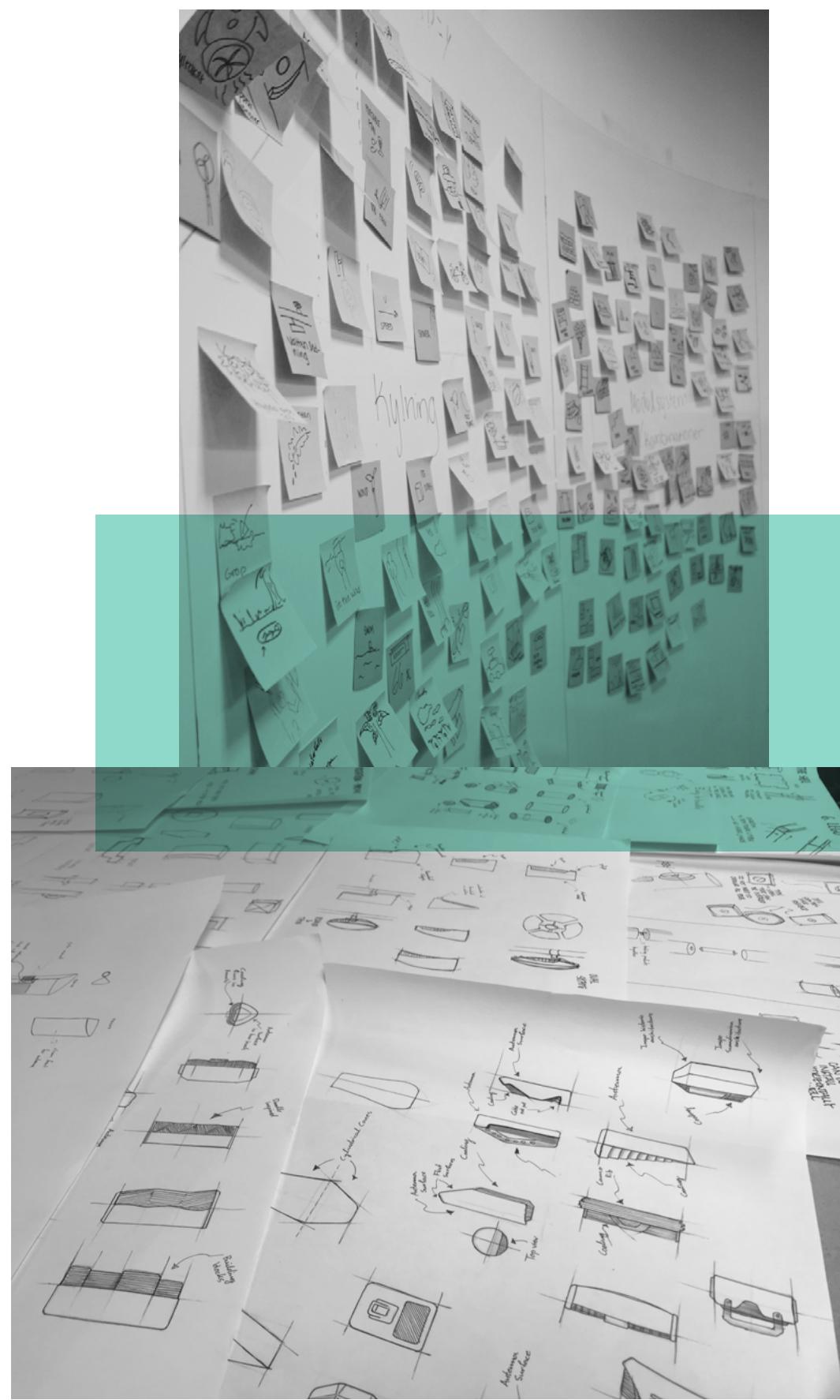
## CONCEIVE

While the process was used in an iterative way, the initial work determines a *significant* part of the project's direction. Therefore, it was important to create a *solid foundation* for our work.

## MISSION STATEMENT

*Offer an innovative 5G product family of independence, yet while being compatible with the environment. A vision with flexible, intuitive and unified design that will be honest and reassuring for the people.*





## CARDBOARD WORKSHOP

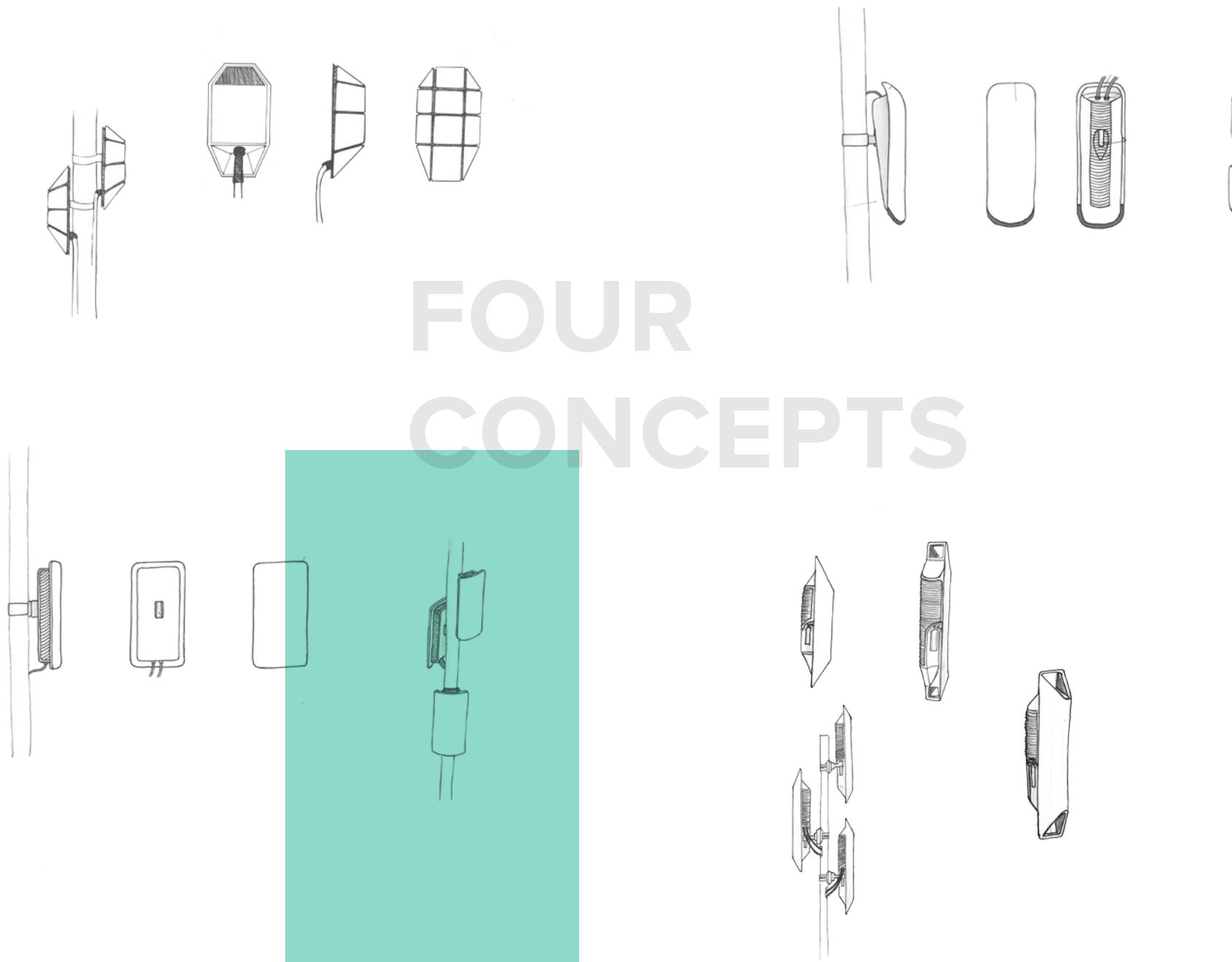


# DESIGN

This phase was all about turning the gathered information into *ideas* that would satisfy the *identified needs*. This was done using various *ideation methods*, including *prototyping*.



CLAY WORKSHOP

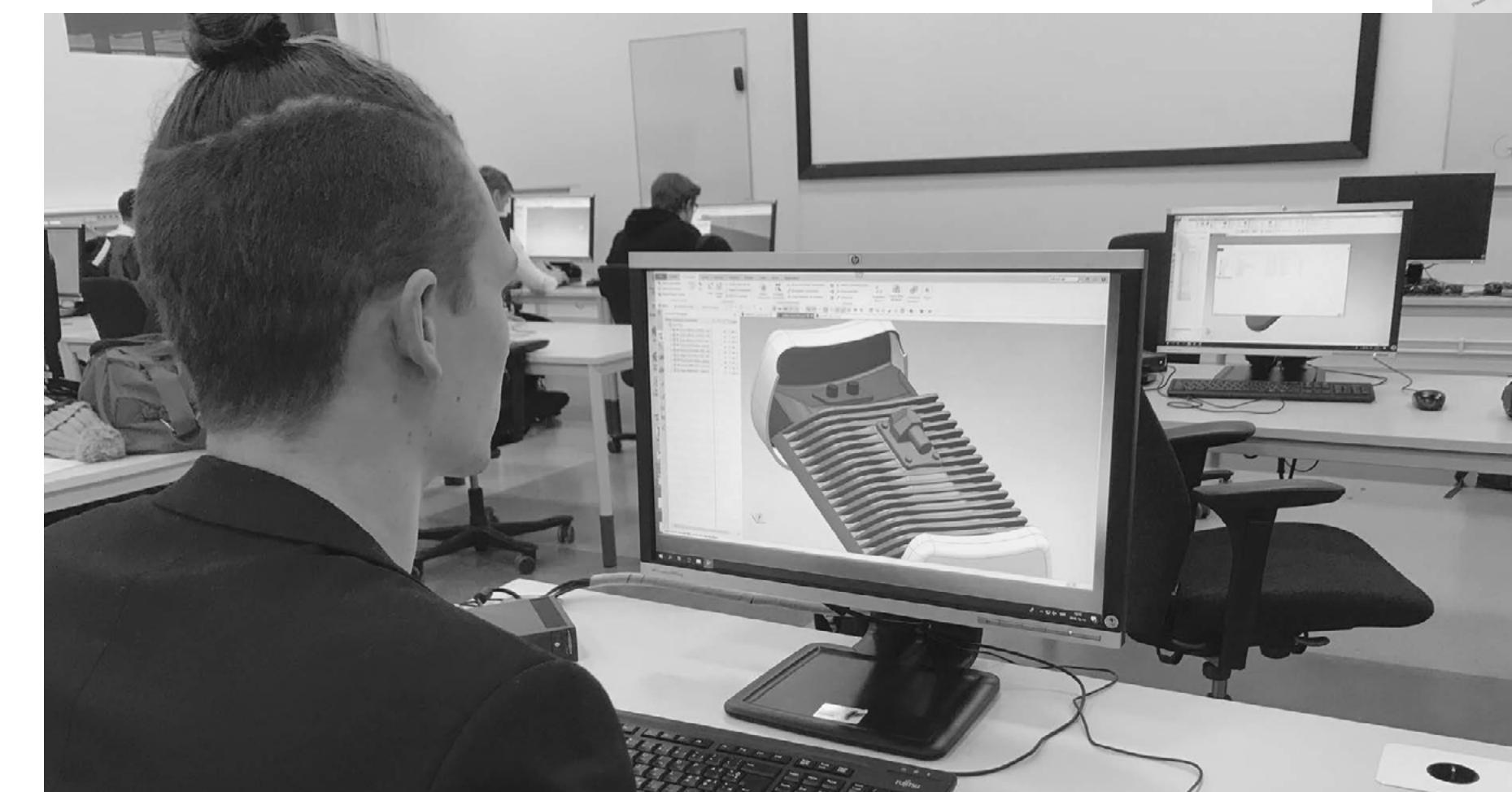


## FOUR CONCEPTS

## IMPLEMENT & OPERATE

The ideation was concluded with *four concepts* that were ready for *evaluation* and further *refinement*. Using *feedback* from users and *rapid prototyping*, the final concept was realized.

### CONCEPT EVALUATION



3D MODELING IN  
SIEMENS NX

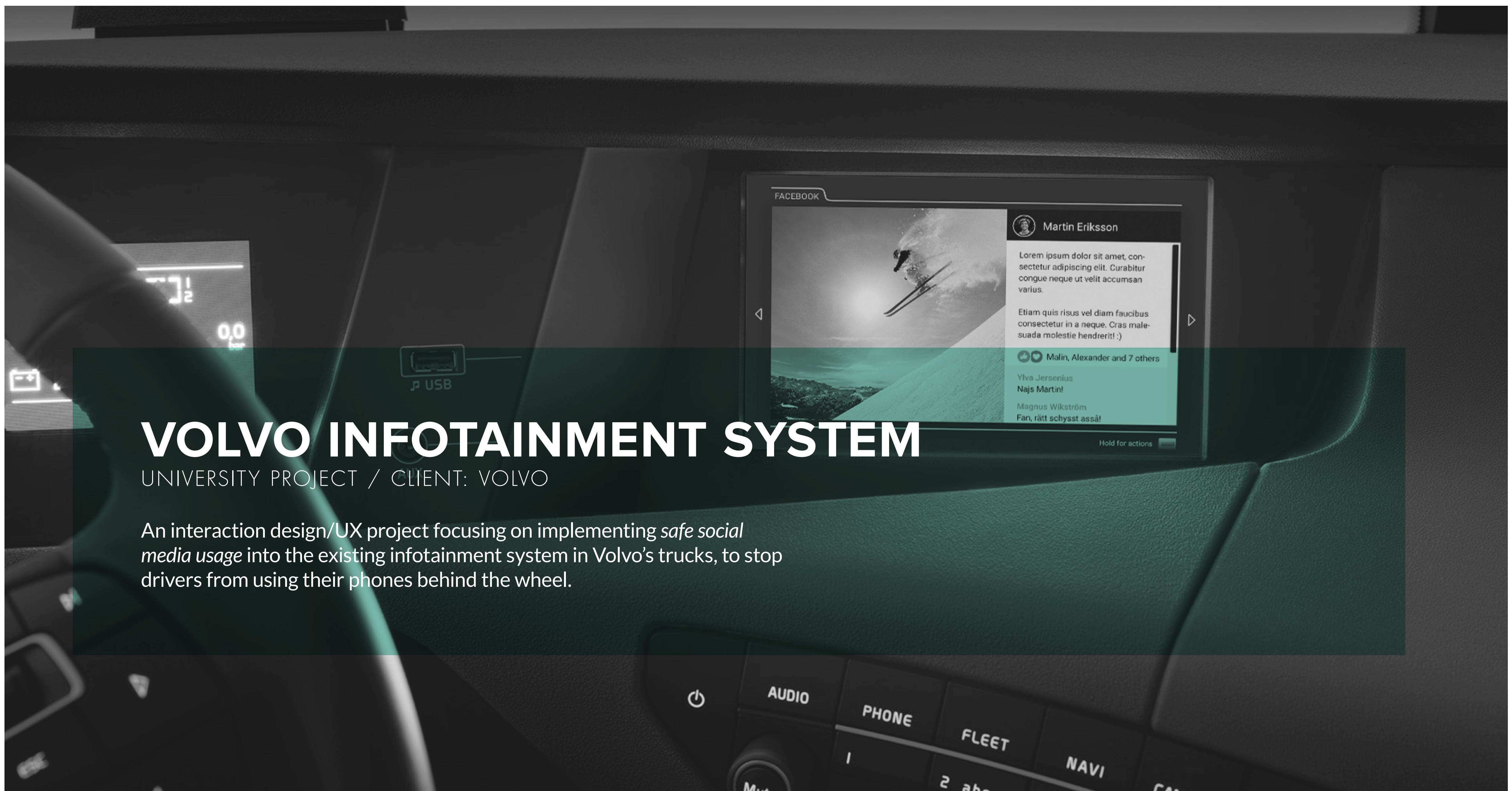
UNITED AS A FAMILY

FINAL CONCEPT

DISCREET ANTENNA SURFACE

SUBTLE HUAWEI BRANDING

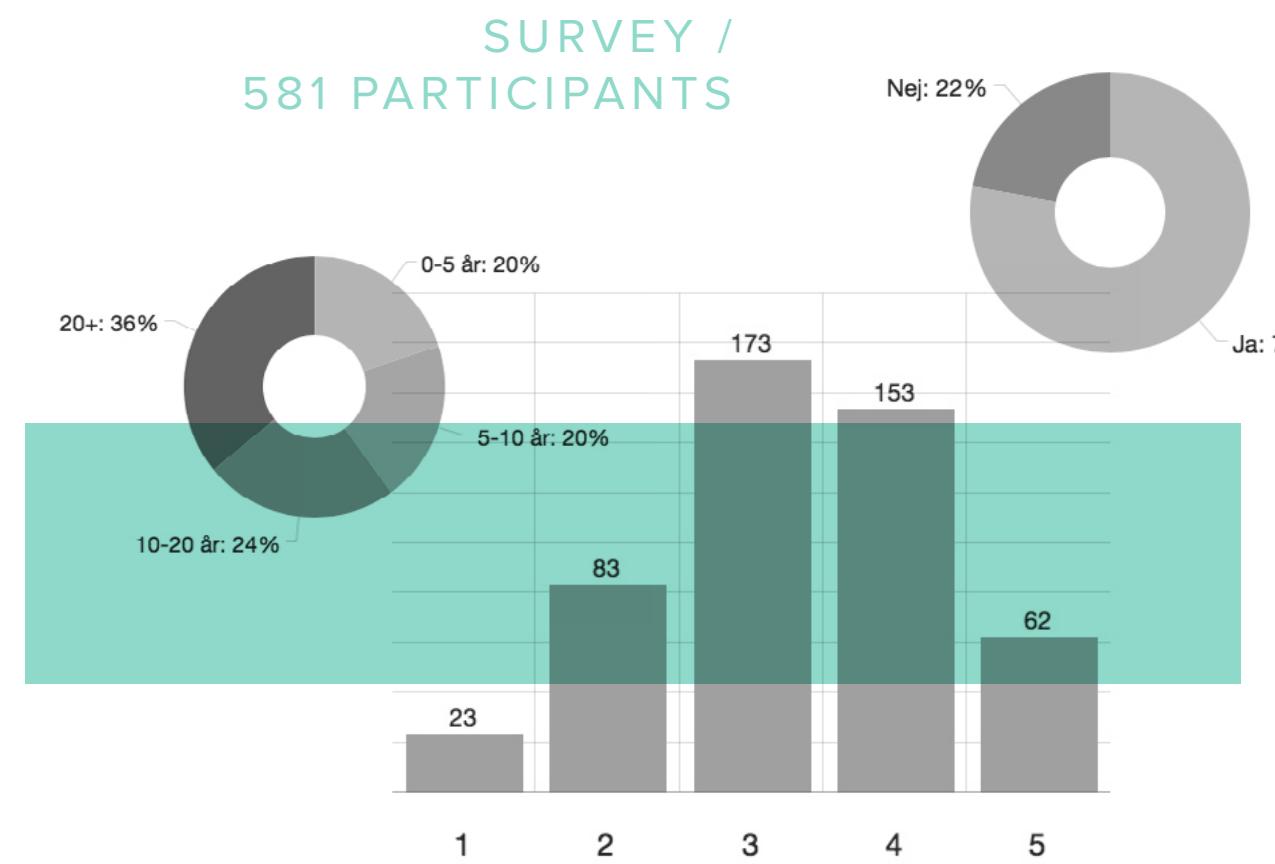
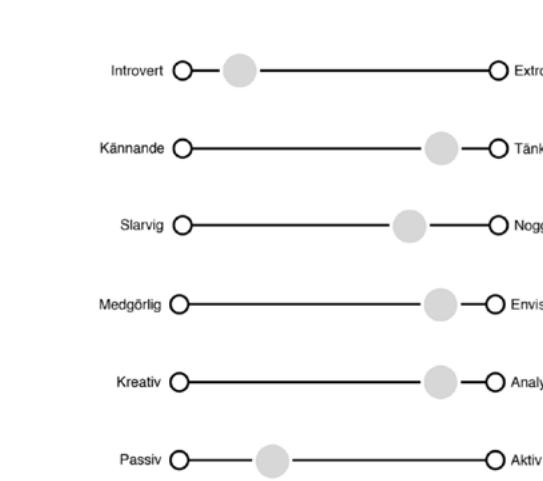
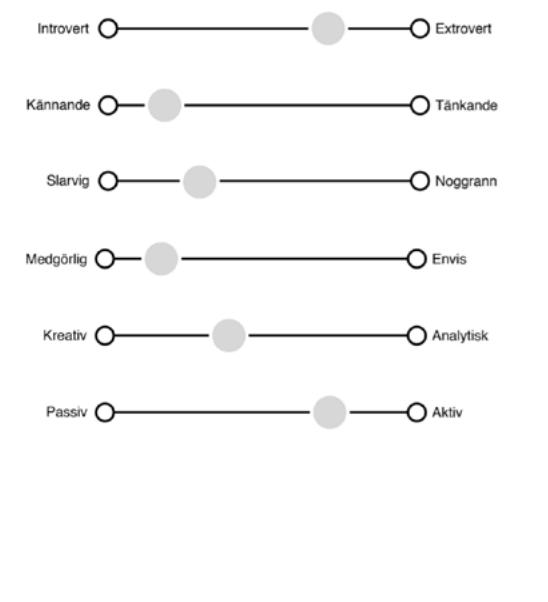
INTUITIVE, UNIVERSAL MOUNTING



# VOLVO INFOTAINMENT SYSTEM

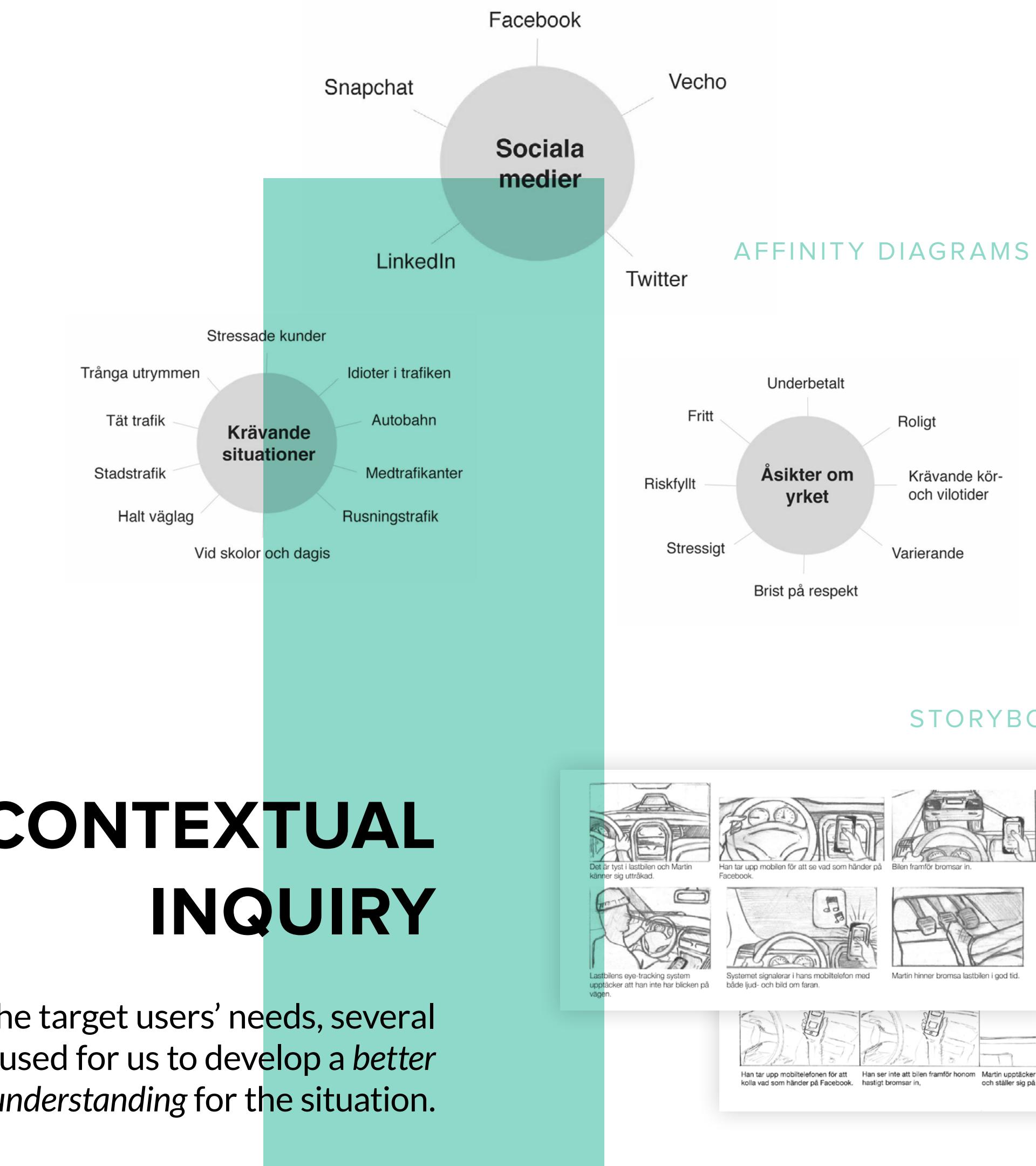
UNIVERSITY PROJECT / CLIENT: VOLVO

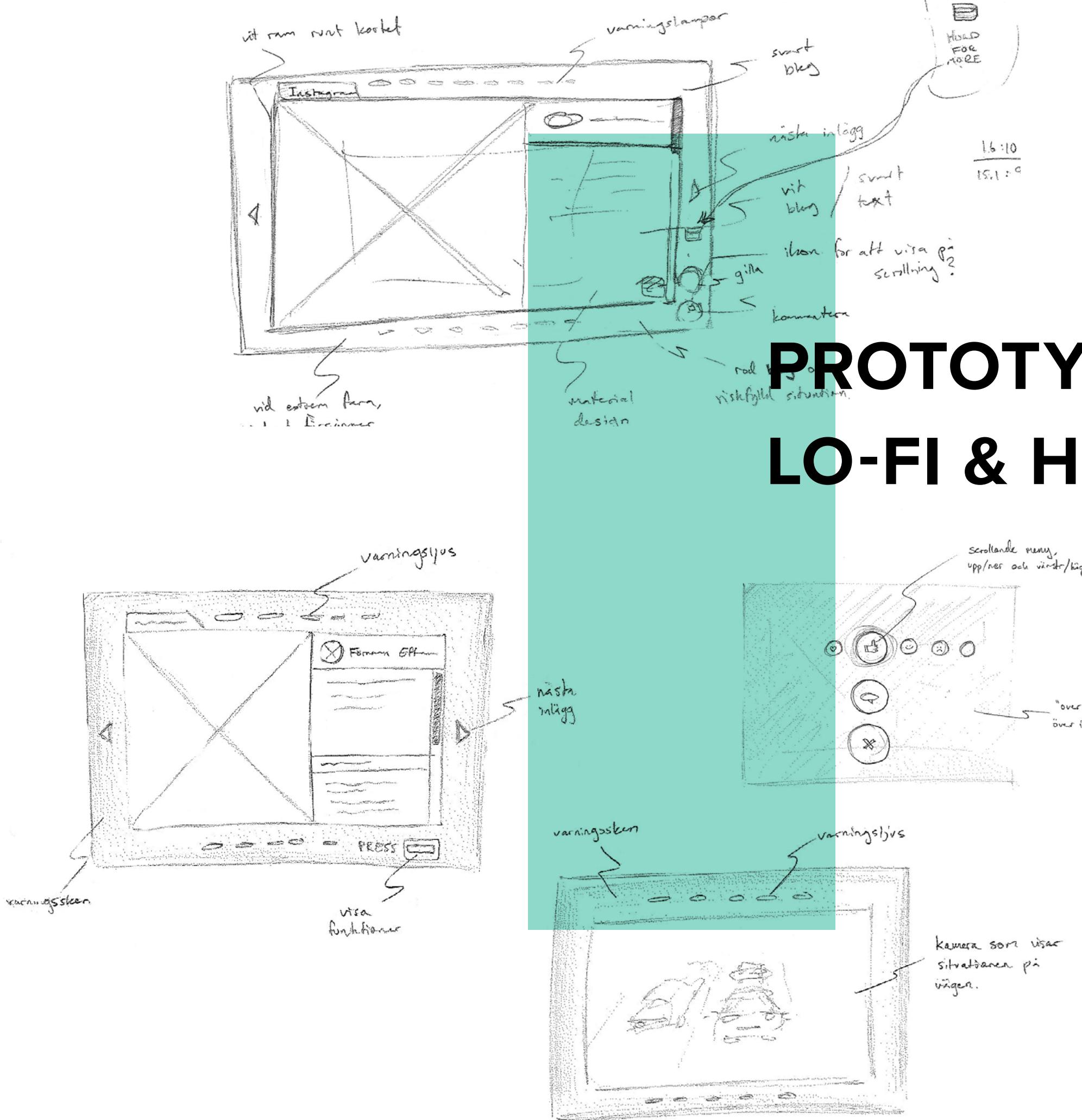
An interaction design/UX project focusing on implementing *safe social media usage* into the existing infotainment system in Volvo's trucks, to stop drivers from using their phones behind the wheel.

**PERSONAS**

# CONTEXTUAL INQUIRY

To research the target users' needs, several methods were used for us to develop a better understanding for the situation.





## PROTOTYPING LO-FI & HI-FI

SHALLOW HIERARCHY FOR SIMPLE INTERACTION

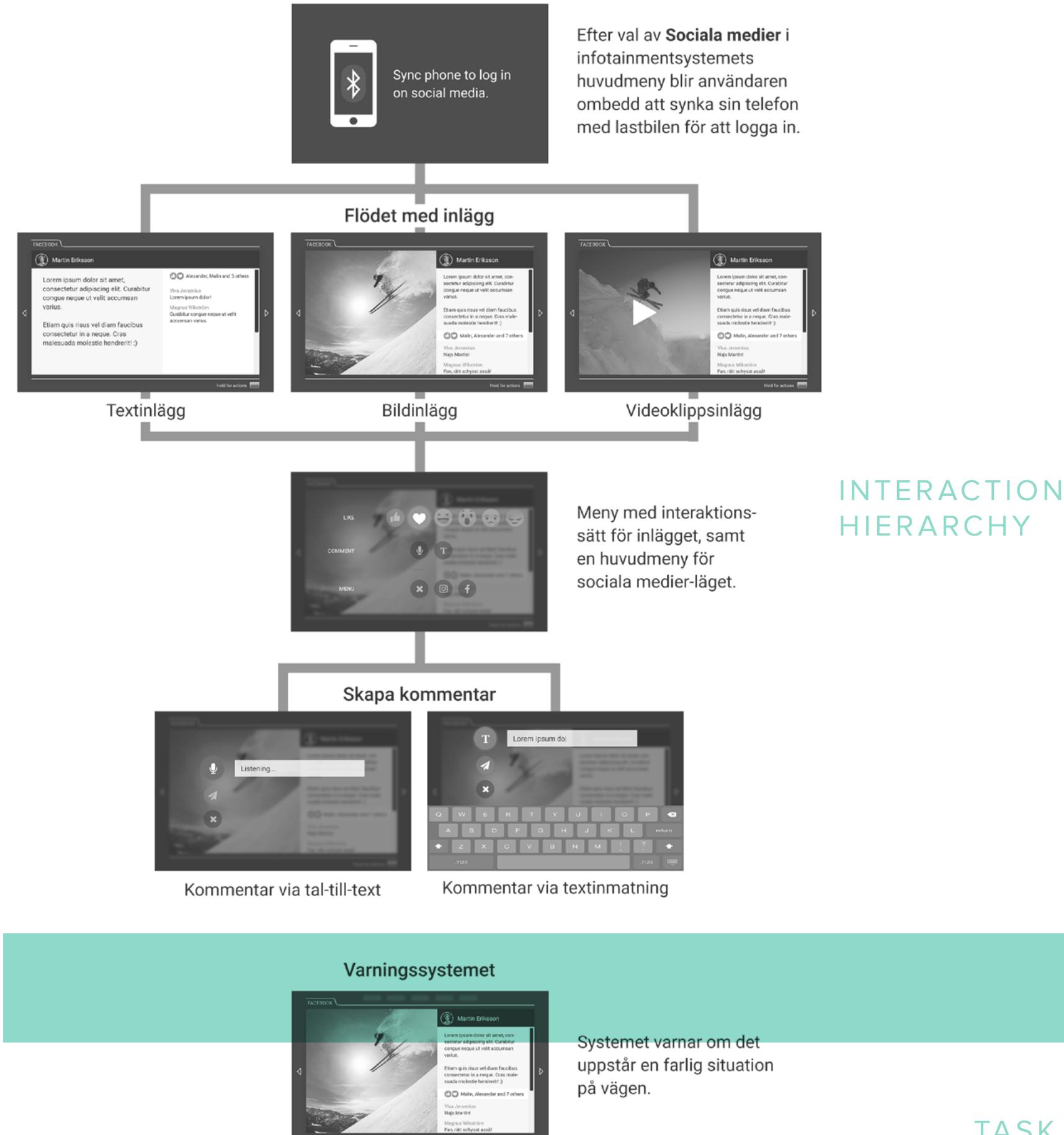


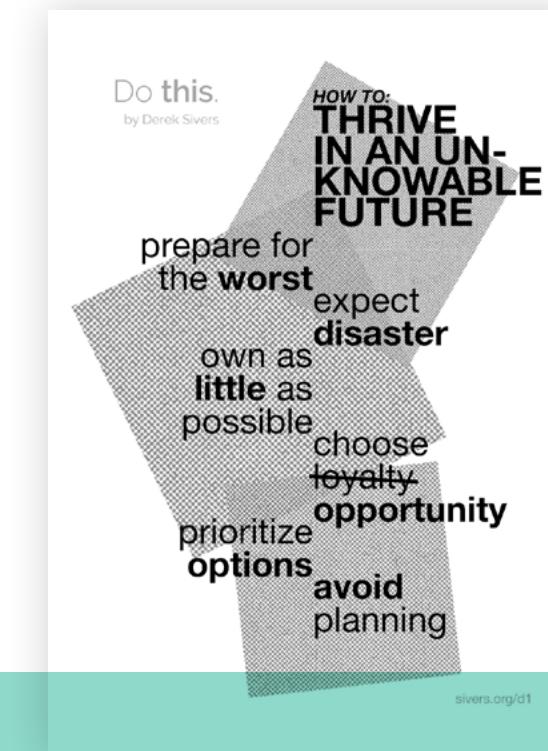
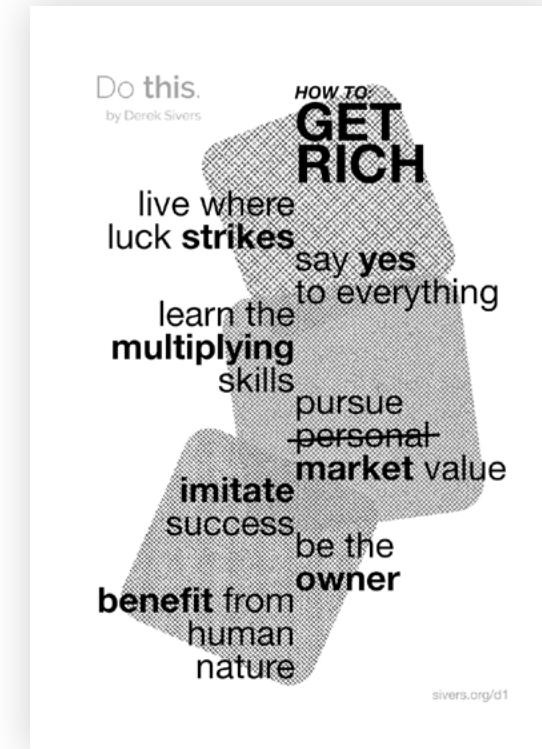
OPTIONAL  
VOICE-CONTROL

FULLY FUNCTIONAL WITH  
A SINGLE JOYSTICK

# CONCEPT EVALUATION

- Different methods were used to evaluate the *efficiency* and *usability* of our proposed solution. An *interactive prototype* was built in Axure RP, allowing us to perform user tests on the interface.





POSTERS

**Design Thinking**

*The future of business innovation*

**What?** Design thinking is a human centered approach towards problem solving that involves an iterative process of deep understanding of all the people involved in a process—from beginning to end.

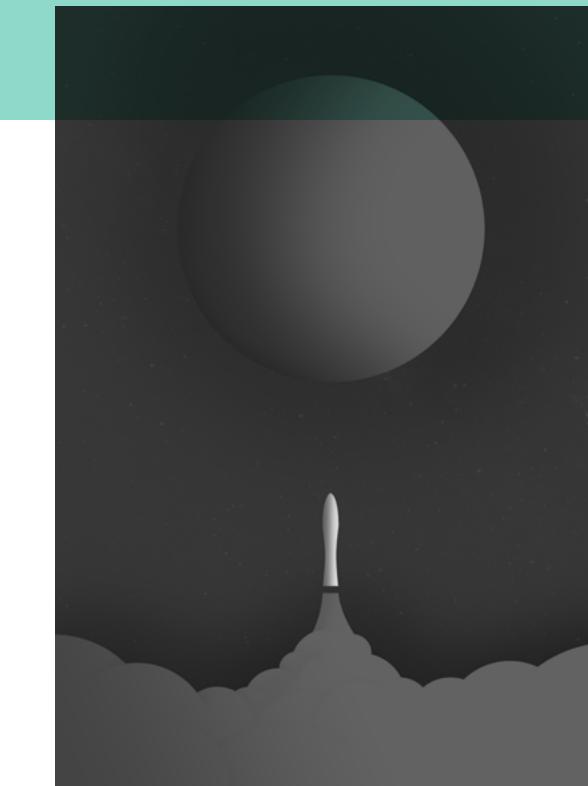
**Why?** The growing recognition that a new way of approaching innovation in businesses is needed. By involving all stakeholders through a new perspective on problem solving, design thinking can involve the whole of everyone involved, not just the designers.

**How?** By implementing design thinking, businesses will benefit from the designers' way of thinking and problem solving. This approach in fields that previously only saw this as the development of material objects.

“All of us are smarter than any of us,” and this is the key to unlocking the creative power of any organization.

— Tim Brown, Change by Design

Alexander Sandberg  
Design Research, DT01SA | 2019



# GRAPHIC DESIGN

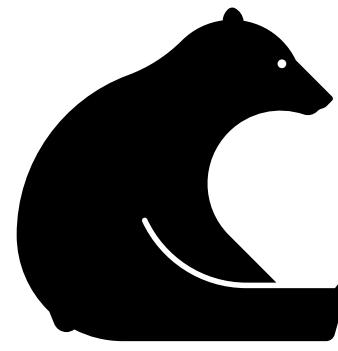
## SELF-INITIATED PROJECTS + FREELANCING



*The* **Podcast Dude**



LOGOS



**THE MODERN**

# Famous Tumblr Theme

WE ARE FAMOUS.

Since the beginning, world-leading bureau Famous has developed a style of class and elegance using superhuman abilities.

Read more >

Follow Famous on Twitter and Facebook.

**THEMES**

Riptide Theme

Nov 4, 2014 - 1 note

Nov 18, 2014 - 6 notes

**Riptide Features**

With all post types and every Tumblr feature supported, Riptide is a theme for everyone!

**RESPONSIVE DESIGN**

Riptide is adapted to suit (almost) every possible device out there. Your blog will look equally beautiful, wherever you may be - at home, or at sea.

**MULTI-COLUMN**

Choose the maximum amount of columns for your blog posts in theme options, and they will automatically adapt as the browser window gets smaller.

**CUSTOM FOOTER**

This is the custom footer. You can change my content in Theme Options.

Riptide by Alex

## API EXPERIMENTATION

# OTHERWEBDEV

## SELF-INITIATED PROJECTS + FREELANCING

**AUCTION SYSTEMS**

**25 Columbus circle, 55A**  
Lincoln Square, New York

**Property Details**

25 Columbus Circle, 55A  
Lincoln Square, New York

3,582 Square feet  
4 Beds | 4 Baths  
Condo, Doorman

**\$28,000,000**

Quite simply put - a residential masterpiece exemplifying Manhattan luxury city living at its finest. For the discerning buyer not willing to compromise on location, building or views, this four bedroom duplex stands alone. The result of an almost two-year meticulous renovation this home is sleek elegance of the highest order. Take advantage of the very best of both worlds - namely an immaculate never-occupied triple-mint home offered free of the early growing pains typically found in even the highest end of residential new construction.

The apartment delivers on every level, renovated to the seller's exacting standards with finishes surpassing almost anything else on the market. Perched high above Columbus Circle, breathtaking and unobstructed views of Central Park will forever be a permanent fixture of this beautiful home. As a primary residence, pied-à-terre or investment property, this home offers total peace of mind for the savvy buyer. Never has the expression "no risk all reward" been so spot on.

Very rarely is a four bedroom unit so well-proportioned to truly provide generous sleeping quarters for a family or for hosting out-of-town guests. A perfect blend of space and privacy has been created to enhance the inviting feel of the apartment. The seamless separation of the living areas from the bedrooms facilitates a true home environment - both comfortable and functional, making it perfectly suited to both everyday living and entertaining.

The home's modern design integrates a state of the art Crestron home automation system controlling video, audio, black out shades and more. The chef's kitchen consists of stainless steel appliances, a large island, custom cabinetry and a walk-in pantry. The master suite includes a double entry walk-through closet, of which even Carrie Bradshaw would be jealous. The master en-suite bath features imported designer tile, large soaking tub, separate shower, double vanity and a walk-in shower. The master bathroom suite includes a double entry walk-through closet, of which even Carrie Bradshaw would be jealous. The master en-suite bath features imported designer tile, large soaking tub, separate shower, double vanity and a walk-in shower. The master bathroom

**Building Details**

Built in 2004  
155 Units | 80 Floors  
Concierge  
Courtyard  
Full Time Doorman  
Roof Deck  
Water View  
More Information

**Mortgage Calculator**

**Recently Viewed**

**LATEST**

## The unexpected power of daydreaming

daydreaming, productivity, motivation, success, derek sivers, scott adams

You've probably found yourself daydreaming at some point recently, with thoughts like "what if I dropped everything and moved to Hawaii?" or "what if I quit my job and opened

**Luleå Auktionsverk**

AUKTIONER VÄRDERINGAR ATT KOPA/SÅJA OM OSS KONTAKT

Välkommen till Luleå Auktionsverk

**AUCTION SYSTEMS**

**Lägg bud online**  
For att lägga bud online registrerar du dig först som kund på hemsidan.

**Klubbauktion**  
Budgivningen online pågår fram till auktionstart. Auktionen klubbas sedan i Luleå.

**Dina fakturor**  
Efter avslutad auktion kan du se och betala dina fakturor online på din profil.

**Nästa auktion**

**Auktion 3**  
Söndag 10 Februari, 12:00  
Gå till auktionen | Objektlista

**Utvalda objekt**

**Herrur Tag Heuer Skipper**  
(475)

**BESKRIVNING**  
\*Vintage herrur Tag Heuer Skipper Chronograf automatic urverket fungerar men tack vare att minutvisaren är defekt så måste klockan repareras

**KLUBBAT BELOPP**  
**25 500 SEK**  
Utrup: 1 000 SEK

Luleå Auktionsverk

AUKTIONER VÄRDERINGAR ATT KOPA/SÅJA OM OSS

Gå tillbaka

Luleå Auktionsverk

AUKTIONER

AB Luleå Auktionsverk © 2019 / Hemida av

Tulaå Auktionsverk

Check out my latest webdev projects at [github.com/alexandersandberg](https://github.com/alexandersandberg).



# THANK YOU

*– Let's keep in touch!*

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