

## **Video Introduction Script Opening**

### **Opening**

Hi, I'm Lucas Andersen, and I'm based in Stockholm, Sweden. I have a Master's in Media Technology from KTH Royal Institute of Technology, and I've been crafting web experiences for over 11 years. For me, frontend development isn't just about making things look good—it's about creating interfaces that are fast, accessible, and delightful to use.

### **Recent Experience**

Most recently, I'm a Principal Frontend Engineer at Klarna, where I lead our design system implementation used across 20+ product teams. In this role, I mentor a team of 15 frontend engineers, establish best practices for modern web architecture, and ensure consistency across our entire product suite.

### **Leadership Philosophy**

My leadership style is collaborative and standards-driven. I believe in creating shared components and patterns that make the whole engineering organization more productive. I've learned that great design systems aren't just component libraries—they're the foundation for efficient, consistent product development.

### **Problem-Solving Approach**

What distinguishes me is my focus on performance and user experience. At Spotify, I improved our web player's initial load time by 52% through code splitting and lazy loading strategies. I always keep in mind that every millisecond matters—users notice when interfaces feel sluggish, and that impacts their entire perception of the product.

### **Full-Stack Frontend Experience**

I've worked across the entire frontend spectrum: from design collaboration and component development, through state management and API integration, to build optimization and production monitoring. My experience includes React, Vue.js, Next.js, and various other modern frameworks.

I believe strongly in accessibility and progressive enhancement. Building for everyone, including users with disabilities or slow connections, isn't optional—it's fundamental to good engineering.

### **Technical Expertise**

Over the past five years, I've primarily worked with TypeScript and React for component development, Next.js for full-stack web applications, and various CSS solutions from Tailwind to CSS-in-JS. I'm pragmatic about technology choices—there's no one-size-fits-all solution.

But my real passion is web performance optimization. I love diving into questions like: How do we reduce our bundle size? What's causing this layout shift? How do we optimize for Core Web Vitals? These details make the difference between good and exceptional user experiences.

## **Personal Interests**

Outside of work, I contribute to web standards discussions and experiment with cutting-edge web APIs. I'm an avid skier, passionate about minimalist design, and I enjoy playing indie games that push creative boundaries.

## **Closing**

You can view my portfolio and side projects on my personal website, which I've linked in my application. I'd be excited to discuss frontend architecture, performance optimization, or any aspect of modern web development.