

Frida McIntosh Lannerström

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Profile

Self-driven digital builder blending AI, full-stack dev & UX. I thrive in fast-moving teams where I can take full ownership and solve real problems hands-on.

With experience from both founder roles and AI product development, I know how to structure, build, and ship what matters — whether it’s a landing page, backend system, or product strategy. I’m especially drawn to early-stage tech, design challenges, and projects where autonomy and curiosity lead the way.

Some highlights:

- ✔ Created and led development of an AI recruitment platform from scratch (beta version live, reach out if you want a look behind the curtain!)
- ✔ Co-developed AI recruitment system with **Fredrik Niemelä**, co-creator of Spotify’s original recommendation algorithms.
- ✔ Awarded **Distinction Grade** on all projects in the Code Institute Full Stack Software Development Program.
- ✔ Built and maintain the website for world-renowned photographer **Mattias Klum** (National Geographic, WWF).

Experience

2024 – present	Lead Developer – Cleo, AI Recruitment Platform Led development of a custom AI recruitment platform in a startup setting — from system architecture and UI to job matching, onboarding flows, and AI prompt design.
2023 – present	Head of Digital Innovation – TQ Nordic Drove digital transformation and product thinking across the organization. Defined user flows, tested concepts, and built functional prototypes and full solutions — including AI-driven candidate Analysis and client-facing dashboards.
2020 – 2023	Head of Design & Development – Pharus Tech Led all web and design work in an HR-tech startup later acquired by TQ Nordic. Built UI systems, MVPs, and brand assets in an agile team with developers and AI engineers.
2019 – present	Founder – fridalannerstrom.com (Photography Store) Launched and run my own photo brand and print shop. Created all content, built the e-commerce experience, and grew reach to 150M+ views on Unsplash. Featured by Adobe, BuzzFeed and more. Mix of commercial work and free educational resources.
2017 – present	Freelance Web & UX Designer – Naturligt Kreativ Helping clients (including thought leaders, artists, and small businesses) grow through user-focused websites and e-commerce. Fully responsible for design, strategy, development, copywriting, SEO, and maintenance.

Education

Code Institute

2024 – 2025

Full Stack Software Development (AI specialization)

- Python, JavaScript, Django, React
- REST APIs, SQL, OpenAI integration
- Git, GitHub, CI/CD, testing

Distinction grade on all projects

University of Borås

2016 – 2019

Bachelor’s degree: Digital Information Design & Development

- UX/UI, interaction design, user research
- Frontend development, CMS, e-commerce
- Visual design, team projects, marketing

Languages

Swedish: Native

English: Proficient

Norwegian: Proficient

On the web

LinkedIn: www.linkedin.com/in/fridalannerstrom

GitHub: github.com/fridalannerstrom

Webb: www.naturligtkreativ.se, www.fridalannerstrom.se

Behance: www.behance.net/fridalannerstrom

Instagram: @hundvaktsunne

Unsplash: unsplash.com/@fridalannerstrom

Fun stuff

- ✔ 150M+ views on Unsplash and features in **BuzzFeed, Adobe**, and more – nominated as a **Top 10 Nature Photographer 2023**.
- ✔ On the side, I run a **5-star-rated dog care service** with returning clients, media mentions, and daily forest walks – just because I love dogs.
- ✔ **Top 1% in Sudoku tournaments** – according to the app I’m slightly too competitive in.
- ✔ I can solve a **Rubik’s Cube** in under a minute.
- ✔ Living in the **countryside of Värmland**, surrounded by forest and animals.
- ✔ Grew up bouncing between **Stockholm, China, Malaysia, and the UK** – including a short stint at a Catholic girls’ school in London (don’t worry, I turned out fine).
- ✔ Bonus points if you can beat me in Sudoku or know a good forest trail in Värmland.

Key Competencies

Product, Web & Marketing

- UX and UI design
- Wireframing and prototyping (Figma, XD)
- Usability testing and iteration
- SEO and content strategy
- Visual communication and branding
- Email marketing and newsletters (e.g. Mailchimp, Upsales)
- Social media (Instagram, LinkedIn, etc.)
- Web analytics and performance tracking

Development & Web Management

- HTML, CSS, JavaScript, Python
- Django, React, REST APIs
- WordPress, WooCommerce, Elementor
- Git, GitHub, deployment and site maintenance
- Managing, updating and optimizing websites

AI & Automation

- OpenAI prompt engineering and integration
- AI feature design (chat, recruitment, interpretation tools)
- Smart content generation and automation flows

Tools I use (almost) daily

Adobe Xd, Adobe Photoshop, Adobe Illustrator,

Adobe Lightroom, Adobe After Effects, Adobe Indesign,

Elementor, WordPress, WooCommerce, Notion, Slack

Trello, Mailchimp, Google Analytics, OpenAI/ChatGPT,

VS Code, Git & GitHub, Upsales, Heroku, Azure, Zapier