

GUSTAV KARLSSON

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Ambition

With my studies at the cognitive science program, I wanted to gather as much knowledge as I could about cognitive science to broaden my experiences and perspectives. I wanted to specialize in areas as research methodology and technical psychology to understand how the human mind works and how, we as humans, process information. With my education at IT-Högskolan, I can now use that knowledge to focus on one of my biggest interests and passions, UX design. I always strive to do the best I can with my design work and my ambition is to create user-friendly and user-centered design. In the future I want to be able to participate in the entire creation process, from research, to sketching and prototyping to the final product.

As a graduate cognitive science student, I see myself as a bridge between human and technology where knowledge is required on both sides. In addition to my education, I have always had an interest in design founded in appearance, user experience and function from technical products to architecture and interior design. I want to keep evolving all the time, whether it is through studies or through professional experience.

Professional qualifications and skills

- UX research
- UX design
- UI design
- Testing
- Prototyping
- Qualitative research method
- Quantitative research method
- Ethnography
- Sales
- Customer service and support
- Project management
- Programming

Employments

Web designer consultant, Ljusreklamförbundet, Elobel AB, Hemljus AB June 2020 – Ongoing

At the moment, my work is about creating three websites for three organizations in the lighting industry. My work is conducted by using Wordpress. My goal is to create three different and unique websites that convey a stylish and representative image of the organization.

Bachelor thesis in UX and behavioral design – Indentive, Umeå Energi, Linköpings University Spring 2020

I wrote my bachelor thesis as a project between Indentive, Umeå Energi and Linköpings University. During this project, three prototypes were developed and tested containing five similar

environmentally positive challenges with associated rewards based on a framework consisting of gamification and persuasive technology. The challenges and rewards were then evaluated through structured interview questions and a ranking system. For this, 15 participants were recruited through one comfort selection. The differences between the prototypes were that the placement of the challenges and rewards in the list varies, and that different rewards belong to different challenges. The result is then analyzed through a thematic analysis to give a picture of what motivates the user to get involved or not to get involved in the challenges. With the help of this possible application, the user, in the future, is guided to make climate-smart decisions and distribute energy consumption over all hours of the day.

UX designer, Westpay AB April 2019 – August 2019

At this project I worked alongside my studies to create a prototype for a Pay at Table application for restaurants to be used in the next generation payment terminals. I got to practice my prototyping skills and my project working skills.

System analysis and testing, Westpay AB June 2018 – August 2018

Westpay AB is a Fintech company that works with payment solutions for hotels, restaurants and stores in Europe, Africa, Asia and Australia. During my internship I performed usability tests on next generation terminals and user portals through review and task analyzes. I also worked to supplement the existing documentation to make it more understandable for different types of users with various experiences.

Bartender, LHC Event SAAB Arena 2017 - 2020

LHC Event SAAB Arena is responsible for events involving conferences, fairs, company events and ice-hockey games. My role included service of food and drinks and customer contact is an important part of the profession. The work was conducted alongside my studies in the evenings and weekends and my plan was to continue until I had completed my studies, which I now have.

Postman, PostNord, June 2017 – August 2017

I worked as a postman in Täby, Stockholm. The work was carried out independently and included tasks such as sorting mail and parcels as well as delivering mail to companies and individuals.

In-store sales, Telia Sverige, 2016 - 2017

I worked as an in-store sales person in a store located in central Linköping. The work involved daily customer encounters through sales and service.

Logistics and testing, Westpay AB, June 2016 – August 2016

I worked with logistics as well as testing the payment terminal's software and hardware.

Logistics, ALMACO Group, 2012 – 2014

ALMACO Group is a company operating in the construction industry around the world. The company is building and modernizing cabins, hotel rooms, bathrooms and public spaces within the marina and ashore. The work was done in the form of projects and was carried out in Malaysia, Singapore, Malaga and the Bahamas after my high-school graduation between 2012 and 2014. During the projects I worked with logistics and my main task was to make sure that materials came on board the ships and that the material was in the right place at the right time. The projects were carried out in an international environment under strict time limits. The work was demanding and meant long working days, seven days a week for long periods of time.

Education

UX design, (400 YH credits), IT-Högskolan, Gothenburg, 2020 – expected graduation in 2022

Cognitive science, (180 credits), Linköping University, 2017 - 2020

Graduated from the Bachelor Program in Cognitive Science in 2020.

Information systems, Hanyang University, Seoul, South Korea, 2019

1 semester exchange program as part of Bachelor Program in Cognitive Science.

Master of Science Medical Engineering, Linköping University, 2015 – 2016

Technical Preparatory, (60 credits), Linköping University, 2014 – 2015

Economics with focus on law, Danderyds Gymnasium (Secondary High School), 2009 – 2012

Other

Alumni Chairman, KogVet section, Linköping University 2018 – 2019

As an alumni chairman I am working alongside my studies. I am responsible for the connection between students and alumni at the cognitive science program. I organized alumni meetings to give alumni and students an opportunity to meet. The purpose of the meeting was for alumni to share experiences and tips from their time at the university and to give the students new perspectives on what types of professions the education can lead to and how to get there. The work has been very instructive and evolving for me since I worked by myself in my committee. It has also given me the opportunity to meet exciting people and a chance establish meaningful contacts.

Beer & Bar Manager Y6 (student fraternity), Y section, Linköping University 2016 – 2017

The Y-section's party committee, Y6, whose purpose was to contribute to a more entertaining life at campus for all students at Linköping University. My work included planning, meetings, budgeting, logistics, service, and more. The work was demanding and required great focus throughout the year, which has made me a more disciplined person.

Computer skills

- Word
- Excel
- Powerpoint
- Python
- Adobe Photoshop
- Adobe Illustrator
- Procreate
- Figma
- Sketch
- Atomic.io

- Adobe XD
- Wordpress

Language skills

Swedish, native language

English, very good knowledge in verbally and in writing

References

Provided on request.