About

I build products from problem to production – designing the interaction, architecting the system, and writing the code that ships. Over 20 years, I've learned that great software comes from understanding people first and choosing tools second.

My best work happens when I can take ownership of a problem, design a clear solution, and build the infrastructure that lets a team move faster. I care about consistency, clarity, and craft. I design systems, not just screens.

> *"A rare combination of product designer and engineer... structured, self-driven, and consistently raises the quality of both the team's work and the final product."*
> *– Rikard Kling*

Outside work, I stay creative by building custom furniture and exploring new technologies. I'm a maker at heart.

What I'm Looking For

A team that values design systems and frontend infrastructure as real work, not side projects. An organization where I can contribute to product direction, not just execute specifications. Colleagues who care about craft and want to build something that lasts.

Core Capabilities

Design: User Research, Workshops, User Journeys & Flows, Interaction Design, Prototyping, Design Systems, High Fidelity UI

Engineering: TypeScript, React, Vue, Node.js, Web App Architecture, API Design, DX and Tooling, Monorepo Architecture

Leadership: Technical Direction, Architecture Decisions, Documentation & Standards, Mentoring, Cross-team Adoption

Experience

Stockholm Exergi · 2018–2025

Product Designer & Frontend Engineer · 7 years (consultant via Awkward Group)

Led the modernization of Intelligy Solutions – an energy analytics platform serving property owners, housing associations, and internal operations teams across Stockholm's district heating network. What began as UX design evolved into dual ownership of product design and frontend architecture.

Phase 1 – Product Design (2018–2019) – Joined as UX/UI Designer for the customer-facing Intelligy app. Conducted user research with property owners. Designed data visualization interfaces translating complex energy datasets into actionable insights.

Phase 2 – Frontend Development (2019–2022) – Expanded into frontend engineering. Built features within the existing Django stack, then led the design and development of Intelligy Pro – a React-based platform that eventually absorbed the original product.

Phase 3 – Architecture & Infrastructure (2022–2024) – Architected migration to a React 18+ / TypeScript monorepo enabling code sharing across products. Built the design system (60+ components, Radix UI, Tailwind CSS). Created type-safe API tooling with auto-generated TypeScript clients from OpenAPI specs. Developed shared utility libraries for formatting, dates, and translations.

Phase 4 – Standards & Mentorship (2024–2025) – As the team grew to six frontend/design engineers, balanced hands-on development with establishing standards. Wrote ADRs for API design. Led code reviews and feature planning.

Key outcomes:

- Unified design language across our internal products – 4 migrated to the new stack, 5 in pipeline when I left
- New features shipped ~3x faster once teams adopted the shared component library and API tooling
- Previously hard-to-trace bugs became same-day fixes after implementing type-safe API clients with Zod validation on all endpoints
- Developer onboarding dropped from weeks to days – same stack, same architecture, same patterns across all products
- New applications inherited full component library from day one – no rebuilding common patterns

Stack: React 18+, TypeScript, TanStack Query, TanStack Router, Radix UI, Tailwind CSS, OpenAPI, Zod, Figma, npm workspaces

Swedish Fitness (Better Bodies & GASP) · 2017–2018

Fullstack Engineer · 1 year 5 months (consultant via Awkward Group)

Architected e-commerce integration connecting Microsoft Dynamics 365 with multiple WooCommerce storefronts. Built a custom PIM tool centralizing product metadata across international markets.

Outcome: Seamless inventory and pricing sync across currencies and platforms.

Stack: PHP, WordPress, WooCommerce, Laravel, Node.js, Microsoft Dynamics 365

DING · 2016–2017

Head of Design · 6 months (employment)

Hired to build out the design department at a Swedish digital agency. Led hands-on UX/UI work while establishing lean processes for digital product development.

Earlier Experience · 2004–2016

Printees (2014–2016) – Co-founded sustainable custom t-shirt platform. Built entire product: design editor, e-commerce, supplier portal. Handled design, engineering, and business development.

FCM Travel / Travellink (2014–2016) – UX/UI Designer & Frontend Developer. Designed and built corporate B2B travel booking platform.

Cygate / Telia Company (2014–2015) – Project Lead, Designer & Fullstack Developer. Led team of three to deliver new corporate website.

Stockholm Design & Form (2004–2010) – Founded early-career agency alongside university studies. Built two SaaS products (email marketing system, CMS) licensed to clients.

Awkward Group · 2010–Present

Founder & Consultant

My consulting practice through which I've delivered all contract work since 2014, including the Stockholm Exergi and Swedish Fitness engagements above.

Current Project

Josui Design System · 2025

Personal Project · Open Source

Building a design system monorepo with DTCG-compliant design tokens, Tailwind CSS integration, and both React and Vue component packages. Exploring AI-assisted development workflows. Used in production on joakimstrandell.com.

Stack: TypeScript, React, Vue, Tailwind CSS, Style Dictionary

Education

Stockholm University · 2006–2010 Bachelor's in IT & Digital Communication

Forsbergs School · 2005 Graphic Design

Languages

Swedish: Native

English: Professional working proficiency

Core Stack

TypeScript · React · Vue · Node.js · PostgreSQL · Figma · Pen & Paper · Claude

Contact

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