Hi there,

I believe great products come from understanding people and what they need to succeed. That perspective guides how I work as I try to create clarity in both design and code. Always pushing for exceptional user experience for everyone touching the product, users and teams alike.

What motivates me is shipping products that are genuinely useful. I care about the details in the interface and the structure behind it, because both shape how a product is understood and how it evolves. I enjoy taking loose ideas, shaping the user flow, designing the interaction, and building the system that supports it. Software is a craft to me.

Colleagues describe me as calm, thoughtful, and meticulous. I like helping teams work well together and supporting developers with clearer systems and better tools. Outside work I stay creative by exploring new technologies or building custom furniture. I am a maker at heart.

As an employee in your organization, I believe I can contribute to designing and building thoughtful, long-lasting products and support a team that values clarity, collaboration, and craft.

Recent Experience

Most recently, I spent seven years as a consultant at Stockholm Exergi. I worked on a suite of tools for analyzing and understanding large-scale energy data. My work covered both UX/UI and engineering. I led user explorations and ideations, crafted detailed roadmaps with clear user needs and outcomes, designed consistent interfaces across multiple products, improved data visualizations and analytic abilities, and helped ensure complex workflows felt clear and manageable.

On the engineering side, I led the transition to a modern, type-safe React architecture. I built and maintained the design system, component library, and frontend tooling used across all product teams. I also led the work in developing our guidelines for creating type safe APIs across our products, ensuring a more seamless integration between backend and frontend. I also supported onboarding, mentoring, and overall closer alignment between design and engineering.

5 Quick Facts

1. Bachelor in Computer Science and Communication
2. Speaks **Swedish** natively, and **English** professionally
3. Experience from startups and large enterprises
4. Worked as a founder, consultant and employee
5. 20+ years in **UX/UI Design** and **Fullstack Engineering**

Experience

Stockholm Exergi · 2018–2025

Contract · 7 years · Senior UX/UI Designer and Frontend Engineer

As a long-term consultant for Stockholm Exergi Intelligy Solution Platform, I led initiatives spanning UX/UI design, frontend development and infrastructure. I helped transition multiple products from a Python/Django-based interface to a modern React architecture, and later focused on building scalable frontend systems – including design systems, shared libraries, developer tooling, and documentation – to improve consistency and efficiency across applications and teams.

I joined Stockholm Exergi as a UX/UI Designer for Intelligy Solutions – a platform used by property owners to monitor, control and analyze district energy usage, substation capacity, and indoor climate across single buildings or large property portfolios. My work centered on creating intuitive, data-driven interfaces to enhance usability and deliver clear, actionable information to users.

After my initial work in UX/UI design, I was contracted to contribute to frontend development. My responsibilities began with implementing a new GUI within the existing Python and Django stack. As the platform evolved, we transitioned to a single-page application architecture in React, establishing a clear separation between backend and frontend.

Over five years, I worked across multiple Intelligy Solutions products, primarily internal tools for managing installations and load balancing in district energy networks, with a focus on both UX/UI design and frontend development.

In recent years, I have concentrated on frontend infrastructure – designing and building design systems, component libraries, tooling for application configuration, API SDK generation, and shared libraries for formatting and translations, all maintained in a shared monorepo for consistency and efficiency across applications.

As the frontend team grew, I supported onboarding new developers and took the lead in creating comprehensive guidelines and documentation. This included not only Git workflows and commit strategies, but also API specification and design guidelines, deployment strategies, and best practices for working within our shared codebase. These efforts helped ensure consistency, clarity, and efficiency as the team and product portfolio expanded.

Swedish Fitness · 2017–2018
Contract · 1 year, 5 months · Senior Fullstack Developer

Contracted by Mighty Group to help architect and implement e-commerce solutions for Better Bodies and GASP. We built two global WooCommerce stores tailored for international markets and developed a custom integration framework connecting Microsoft Dynamics 365 with multiple e-commerce storefronts. This system enabled seamless synchronization of products, inventory, and pricing across currencies and platforms, ensuring data consistency and operational efficiency.

Additionally, we created a custom Product Information Management (PIM) tool to centralize product metadata for use across all storefronts. My work focused primarily on backend development using PHP, WordPress, WooCommerce, Laravel, Node.js, and Feathers.js.

DING · 2016–2017
Employee · 6 months · Head of Design

I joined DING as Head of Design with the goal of enhancing and expanding their design department. My role involved hands-on work in UX and UI for multiple projects, alongside a dedicated focus on streamlining lean processes for digital product development.

Printees · 2014–2016
Co-Founder · 2 years · UX/UI Designer and Frontend Developer

At Printees, our founding mission was to simplify the process of printing high-quality organic t-shirts while maintaining a strong commitment to quality and sustainability. We prioritized eco-friendly practices, ensuring all products were free from harmful materials.

I contributed as a UX/UI Designer and Frontend Developer to build a custom website featuring an intuitive editor for designing personalized t-shirts, alongside a fully custom e-commerce platform. Additionally, we developed a supplier portal that allowed production partners to log in and track all orders assigned to them, streamlining the production workflow and delivery.

Beyond design and development, I was actively involved in business development, helping to shape the company's strategic direction, grow our customer base, and establish partnerships aligned with our values.

FCM Travel · 2014–2016
Contract · 2 years · UX/UI Designer and Frontend Developer

Travellink (part of FCM Group), a travel agency with a strong online presence and customer support focus, contracted me as a UX/UI Designer and Frontend Developer. My primary responsibility was designing and developing the corporate B2B platform for booking corporate travel, ensuring a seamless and user-friendly experience. Later in the assignment, I also contributed to the site for booking private travels.

My work focused on UI design and frontend development using Mustache templating, HTML, JavaScript, and jQuery. Additionally, I built tooling for compiling Sass using Grunt and Gulp, streamlining the frontend build process and optimizing application load times.

Cygate · 2014–2015
Contract · 9 months · Project Lead, UX/UI Designer and Fullstack Dev

Contracted to lead the design and development of a new corporate website for Cygate, a leading Swedish IT company and part of Telia Company.

Responsibilities spanned the full project lifecycle, including UX design, information architecture, interface design, and fullstack development.

I managed the implementation process and led a team consisting of two developers and one designer to deliver a robust, user-friendly website. The site was built on WordPress with a custom server infrastructure hosted on iPeer, a hosting provider acquired by Cygate in 2014.

Awkward Group · 2010-2025

15 years · Founder, Designer & Engineer

I founded Awkward Group together with a friend after our graduation from Stockholm University. We began our operation by offering digital design and production services to ad agencies. Our humble team of four worked from a shared office space on Kungsgatan in Stockholm, alongside the renowned ad agency Jung von Matt.

In 2013, our paths diverged, and I pivoted to working as a freelancer and consultant, specializing in digital product design and development.

Stockholm Design & Form · 2004-2010

6 years · Founder, Designer and Web Developer

Before pursuing my studies at Stockholm University, I founded a small agency called Stockholm Design & Form. During this time, I dedicated a significant portion of my spare time to assisting smaller clients with their branding, web design, and web development needs.

Notably, I also conceptualized and developed two SaaS products: 'Emarket' an email marketing system with integrated analytics, and 'Emitools' a CMS tool tailored for website management. These products were subsequently licensed to my clients.

Thank you for reading!

Find out more about me and how I work on my website.

www.joakimstrandell.com