



Joachim Strandell

Senior Product Engineer · Design & Frontend Architecture

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About

Product engineer with 20 years of experience owning the full journey from user problem to production code. I specialise in design systems, frontend architecture, and building the shared infrastructure that lets multiple teams ship consistently, safely, and fast.

Most recently, I led the frontend platform modernisation at Stockholm Exergi, where I architected a React 18+ / TypeScript monorepo, built a 60+ component design system, and created type-safe API tooling – enabling 4 product teams to migrate to a shared stack with 5 more in pipeline. Features shipped roughly 3x faster once teams adopted the shared libraries.

I combine deep technical expertise in React, TypeScript, and modern frontend ecosystems with strong product fluency from years of working across design, engineering, and stakeholder alignment. I care about performance, accessibility, and maintainability as first principles – not afterthoughts.

Core Skills

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

Frontend Architecture: React 18+, TypeScript, Vue, Next.js, TanStack (Query, Router), single-page and server-rendered applications, micro-frontend patterns, monorepo architecture.

Design Systems & Component Libraries: Radix UI, Tailwind CSS, DTCG design tokens, Style Dictionary, Figma-to-code workflows, cross-team component adoption.

Developer Experience & Tooling: OpenAPI code generation, Zod schema validation, type-safe API clients, ESLint, Prettier, Storybook, CI/CD pipelines.

Performance & Accessibility: Core Web Vitals optimisation, bundle analysis, lazy loading, code splitting, WCAG 2.1 compliance, semantic HTML, accessible component patterns (Radix UI)

Testing: Vitest, React Testing Library, Playwright, end-to-end and integration testing strategies

Monitoring & Observability: Sentry, error tracking, performance profiling, real user monitoring

Leadership: Cross-team technical strategy, architecture decision records (ADRs), code review culture, mentoring senior engineers, stakeholder communication

Experience

Stockholm Exergi • 2018 – 2025

Staff-Level Frontend Engineer & Product Designer • Consultant via Awkward Group

Led the frontend platform modernisation of Intelligy Solutions – an energy analytics platform serving property owners, housing associations, and operations teams across Stockholm's district heating network. What began as product design work evolved into full ownership of frontend architecture, design systems, and developer tooling across the organisation.

Product Design & Frontend Development (2018 – 2022)

Joined as UX/UI designer, conducting user research with property owners and designing data visualisation interfaces for complex energy datasets. Expanded into frontend engineering, building features within the existing Django stack before leading the design and development of Intelligy Pro – the React-based platform that eventually replaced the original product.

- Translated complex energy data into actionable user interfaces, connecting frontend decisions to user satisfaction and business outcomes.
- Conducted user research, designed interaction flows, and built production interfaces end-to-end.

Frontend Architecture & Platform Strategy (2022 – 2025)

Architected migration from a Django-based frontend to a React 18+ / TypeScript monorepo, establishing the shared platform that all product teams now build on. Defined architectural patterns, component contracts, and API integration standards adopted across the organisation.

- Designed and built a 60+ component design system (Radix UI, Tailwind CSS) adopted by 4 product teams, with 5 additional products in migration pipeline.
- Created type-safe API tooling with auto-generated TypeScript clients from OpenAPI specs and Zod runtime validation – reducing hard-to-trace integration bugs to same-day fixes.
- Built shared utility libraries (formatting, dates, i18n) eliminating duplicated logic across products.
- Developer onboarding dropped from weeks to days – same stack, same patterns, same architecture across all applications.
- New products inherited the full component library and tooling from day one.
- Features shipped approximately 3x faster once teams adopted the shared platform.

Cross-Team Standards & Mentorship (2024 – 2025)

As the frontend team grew to 6 engineers, balanced hands-on development with establishing organisation-wide standards and growing technical leadership capability.

- Authored architecture decision records (ADRs) for API design patterns and frontend conventions.
- Led code reviews and technical planning across multiple product teams.
- Mentored senior engineers on architectural thinking and component design.
- Drove adoption of consistent testing and code quality practices.

Stack: React 18+, TypeScript, Python, Django, TanStack Query, TanStack Router, Radix UI, Tailwind CSS, OpenAPI, Zod, Playwright, Storybook, Figma, NPM workspaces

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

Fullstack Engineer • Consultant via Awkward Group

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

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

DING • 2016–2017

Head of Design • Employment

Built out the design department at a Swedish digital agency. Established design processes, led client workshops, and delivered UX/UI across multiple product engagements.

Earlier Experience • 2004 – 2016

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

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

Cygate / Telia Company (2014–2015) – Project Lead, Designer & Fullstack Developer. Led team of three delivering corporate website. Consultant via Awkward Group.

Stockholm Design & Form (2004–2010) – Founded agency alongside university studies. Built two SaaS products (email marketing, CMS).

Awkward Group • 2010 – Present

Founder & Consultant

Founded after graduating from Stockholm University. Ran as a digital agency until 2014, then pivoted to freelance consulting.

Current Project

Josui Design System • 2026

Personal Project • Open Source

Open source 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 and awkwardgroup.com.

Stack: TypeScript, React, Vue, Tailwind CSS, Terrazzo, Storybook, Vitest

Education

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

Forsbergs School • 2005 • Graphic Design

Languages

Swedish: Native

English: Professional working proficiency

Interests

Custom furniture building, open source, emerging web technologies

Recommendations

"A rare combination of product designer and engineer – takes ownership from idea to production and consistently raises the quality of both the team's work and the final product."

– Rikard Kling, Fullstack Developer & CEO, Mighty

"A key player in our platform modernisation – drove the migration to a modern React stack and built our design system and frontend infrastructure from the ground up."

– Patrik Højner, Head of Intelligy Solutions DevOps, Stockholm Exergi