Profile

Joakim is a Product Engineer and Designer with 20+ years of experience. He owns the full vertical slice – from user research and interaction design to frontend architecture and shipped code. His deep expertise lies in design systems, frontend architecture, and developer experience.

> *"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*

He delivers his best work building shared foundations: design systems, component libraries, type-safe API tooling, and patterns that scale across products. At Stockholm Exergi, his role expanded from product design into owning the frontend architecture across 8+ products over seven years.

He thrives in environments where infrastructure work is on roadmaps – not guerrilla initiatives – and where colleagues understand the value of shared systems.

Core Capabilities

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

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

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

Industries: Energy & Utilities, E-commerce, Travel, IT & Telecom

Assignments

All assignments delivered through Awkward Group AB, Joakim's consulting practice since 2014.

Stockholm Exergi · 2018–2025

Contract · 7 years · Senior Product Designer & Frontend Engineer

The company

Stockholm Exergi (700+ employees) operates Stockholm's district heating network serving 800,000+ residents. Intelligy Solutions is their digital platform for energy analytics – a cloud platform with

microservices architecture connecting 10,000+ properties for monitoring, control, and optimization. The platform is used internally and sold as white-label B2B SaaS.

The challenge

The platform had successfully digitized thousands of district energy substations, but the software had grown organically. Multiple products ran on independent codebases with inconsistent user experiences. The legacy Django/Python stack made frontend iteration slow. No shared component library, no design system, and teams duplicated effort building similar functionality.

Phase 1: Discovery & UX Foundation (2018–2019)

Joined to lead UX/UI design – conducting user research with property owners and housing associations to design data visualization interfaces for complex energy data. Established design patterns for the customer-facing analytics platform.

Phase 2: Platform Modernization (2019–2022)

Expanded into frontend development, leading the migration from Django/Python to React. Built the first shared component library and introduced TypeScript across the codebase. Migrated multiple applications to the new architecture.

Phase 3: Architecture & Infrastructure (2022–2024)

Took ownership of frontend architecture. Built STEXUI design system using Radix UI and Tailwind CSS (60+ components). Created type-safe API infrastructure connecting 8+ microservices (OpenAPI → TypeScript SDK → TanStack Query hooks). Developed shared utility libraries for formatting, dates, and translations.

Phase 4: Technical Direction & Enablement (2024–2025)

Shifted focus to technical direction and team enablement. Established development standards and documentation. Enabled developer mobility through standardized patterns. Infrastructure adopted organization-wide as the foundation for all new frontend work.

Results

- Unified UX across the full application portfolio – essential for white-label SaaS
- API integration bugs dropped from a recurring issue to essentially zero after implementing generated TypeScript clients with Zod validation
- New applications inherited the full component library and API tooling from day one – no rebuilding common patterns

- Enabled developer mobility: standardized patterns meant engineers could move between products without ramp-up

Stack

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

SF Group (Better Bodies, GASP) · 2017–2018

Contract · 1 year 5 months · Senior Fullstack Engineer

The company

SF Group is a Swedish fitness and apparel company operating the global brands Better Bodies and GASP, selling sportswear through multiple international e-commerce storefronts.

The challenge

The company needed to consolidate their e-commerce presence across international markets while integrating with Microsoft Dynamics 365 for inventory, product data, and pricing synchronization across currencies and platforms.

Joakim's contribution

Architected and implemented e-commerce solutions. Built two global WooCommerce stores tailored for international markets. Developed a custom integration framework connecting Microsoft Dynamics 365 with multiple storefronts, enabling seamless synchronization of products, inventory, and pricing. Created a custom Product Information Management (PIM) tool to centralize product metadata across all storefronts.

Results

- Unified product data across all international storefronts.
- Automated synchronization between ERP and e-commerce platforms.
- Centralized product information management reducing manual data entry and inconsistencies.

Stack

PHP, WordPress, WooCommerce, Laravel, Node.js, Feathers.js, Microsoft Dynamics 365

FCM Travel · 2014–2016

Contract · 2 years · UI Designer & Frontend Engineer

The company

Travellink (part of FCM Group) is a travel agency with strong online presence, serving both corporate B2B and private B2C travel booking.

The challenge

The corporate booking platform needed a redesign to improve user experience for business travelers and travel managers.

Joakim's contribution

Designed and developed the corporate B2B platform for booking corporate travel, focusing on seamless user experience for complex booking flows. Later contributed to the private travel booking site. Built frontend tooling for Sass compilation using Grunt and Gulp, streamlining the build process for the development team.

Results

- Improved booking experience for corporate and private travel users.
- Streamlined frontend build process adopted by the development team.

Stack

HTML, CSS, JavaScript, jQuery, Mustache, Sass, Grunt, Gulp

Cygate · 2014–2015

Contract · 9 months · Project Lead, Product Designer & Fullstack Engineer

The company

Cygate is a leading Swedish IT company and part of Telia Company, providing IT infrastructure and security services to enterprise clients.

The challenge

Cygate needed a new corporate website that effectively communicated their enterprise IT services while providing a modern, user-friendly experience.

Joakim's contribution

Contracted to lead the design and development of the new corporate website. Responsibilities spanned the full project lifecycle: UX design, information architecture, interface design, and both

frontend and backend development. Managed the implementation process and led a team of two developers and one designer.

Results

Delivered a robust, user-friendly corporate website. Successfully led cross-functional team through full project lifecycle.

Stack

WordPress, PHP, HTML, CSS, JavaScript, Custom Server Infrastructure

Other Experience

Josui Design System · 2026

Personal Project · Open Source

Building a design system monorepo with DTCG-compliant design tokens, Tailwind CSS integration, React/Vue component packages, and AI-assisted development tooling. Used in production on joakimstrandell.com. Repository: github.com/joakimstrandell/josui

DING · 2016–2017

Employment · 6 months · Head of Design

Joined DING, a Swedish digital agency, as Head of Design with responsibility for building design capabilities. Delivered hands-on UX and UI work across multiple client projects while streamlining lean processes for digital product development.

Printees · 2014–2016

Co-Founder · 2 years · Product Designer & Frontend Engineer

Co-founded a startup focused on simplifying high-quality organic t-shirt printing. Built a custom website with an intuitive design editor and e-commerce platform. Developed a supplier portal for production partners. Actively involved in business development and establishing sustainability-aligned partnerships.

Awkward Group · 2010–2014

Founder · Designer & Fullstack Developer

Founded Awkward Group after graduating from Stockholm University. Grew to a four-person team offering digital design and production services to ad agencies from a shared office on Kungsgatan, Stockholm. In 2014, pivoted to freelance consulting – all assignments above delivered through Awkward Group AB.

Stockholm Design & Form · 2004–2010

Founder · 6 years · Designer & Web Developer

Founded a small agency while studying at Stockholm University. Assisted clients with branding, web design, and development. Developed two SaaS products: "Emarket" (email marketing with analytics) and "Emitools" (CMS), both licensed to clients.

Education

Stockholm University · Bachelor, IT & Digital Communication · 2006–2010

Forsbergs · Graphic Design · 2005

Languages

Swedish: Native

English: Professional working proficiency

Contact

+46 70 729 43 79 · joakim@joakimstrandell.com

joakimstrandell.com · linkedin.com/in/joakimstrandell