

Hi Stormfors!

I'm a designer and product owner with a master's degree in Interaction Design and Technologies from Chalmers University of Technology. Currently, I work at a scale-up company in the space industry, where I've had the opportunity to work in a very broad role as brand designer, UX/UI-designer and product owner. I work with a multidisciplinary team of designers and developers using agile methods as well as closely with the marketing and sales team. I collaborate closely with developers, management, internal and external stakeholders, and users to identify and prioritize needs, drive product development, to deliver impactful designs and solutions. This role has allowed me to build strong project management skills, team leadership, and a keen ability to optimize resources in high-growth, fast-paced settings. As a product owner, I also hold responsibility for ensuring the quality of our products, making sure they meet accessibility standards and regulatory requirements, and align with stakeholder needs.

I've created visual and brand strategies for our products and company as a whole, as well as planning, executing and working as Art director for multiple photo and video productions for marketing campaigns. This experience has really sharpened my ability to translate brand vision into visual storytelling, manage project timelines and budgets, and to deliver compelling marketing content that resonates with the target audience. Additionally, I have created our company's visual identity, including the logotype and brand book, with the aim of modernizing the space industry and making it feel accessible to everyone.

I'm very well versed in Adobe Creative Suite, Figma, the Google and Office-suite and outside of work, I enjoy a variety of creative hobbies—knitting, crocheting, sewing, pottery, and woodworking— these are things that inspire me and lets me use use my hands and my imagination. I also have experience working with printed media and photo and video-editing.

My personality is cheerful, approachable, and I thrive in both independent and collaborative work. I'm good at managing my time, building relationships, and adapting to new challenges. My goal for my career in the future is to continue to work with brand design and strategy and I think this role seems like an amazing opportunity at a very interesting company.

I think Stormfors is a very interesting company with an exciting mission. I really feel like I could do a great job in this role, having experience in both brand, marketing and UX/UI-design and this being a combination of practises are so important to make cohesive. I hope to hear more from you!

References from Global marketing manager and Chief product officer can be provided upon request.

Have a great day!
Best,
Johanna Janebäck