

# Portfolio

Design Lead | UX/UI, Brand & Product Strategy

- Cases

01. Brand design

02. Web design / UX and UI design

03. Art director role for photo and video productions, and graphic design

04. WebGUI design / UX and UI design

05. Graphic design project - merch

06. Master thesis: Accessible centric UX and UI design

- Client

01. Satcube

02. Satcube

03. Satcube

04. Satcube

05. Satcube

06. Föreningen Grunden



**Johanna  
Janebäck**

+46723584967

johanna.janeback@hotmail.com

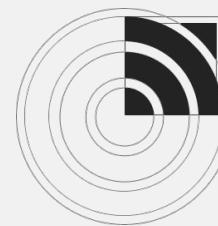
Msc. Interaction design and technologies, Chalmers

Bsc. Design and product development, Chalmers

# Satcube logotype and brand identity

This is a project that I lead and carried out from start to finish. The aim was to help Satcube present as a modern, young and innovative company in the otherwise highly technical and, in many cases inaccessible, space industry, that makes products that are super-intuitive and accessible to everyone.

## Logotype and icon



## Logotype with tagline



## About the logotype

Satcube connects the world through portable satellite wifi. I wanted to create a logotype that conveys just that. The initial inspiration for the icon came from the layers of the atmosphere and the way they wrap around the round shape of the earth. This gave the shape of the arches. To connect these round shapes with the name Satcube, the arches were cropped into quarters. To bind the shape together and to symbolise a satellite beaming down to earth, the shape in the top right corner was added.

## Brand look and colors

To balance between the high-tech nature of the company and industry, and the company's aim of making accessible, easy to use products for everyone, I chose to keep the base colors of the graphic profile in grey scale with more exiting accent colors to add an element of interest. This gives a professional yet interesting look that feels young and modern. These accent colors are all inspired by earth and nature.



## Research methods used in this project

### Competitor analysis

With the aim to find out: How do we stand out from our competitors and other actors in this industry?

### Workshops with stakeholders and colleagues

With the aim to find out: What is most important for the company to convey? How do we feel about certain concepts and ideas?

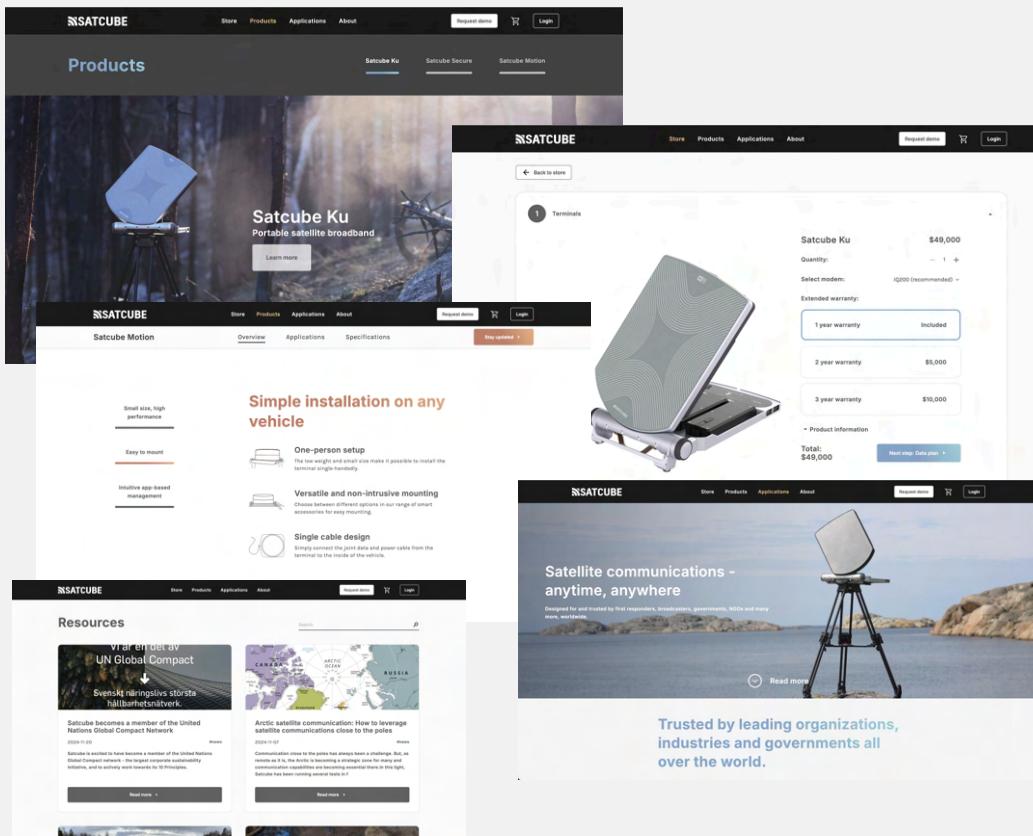
### 3-6-5

To come up with many ideas that can later be refined or give inspiration for even more, new ideas.



# Satcube Website

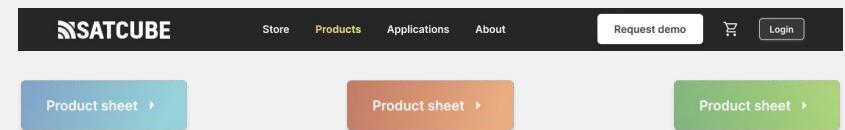
I have designed almost all pages of the website and currently I have the role as designer and product owner. As product owner I'm in charge of creating the roadmap for this and other digital projects, as well as monitoring the product success and performance. The Satcube website consists of a multitude of different parts with different requirements. There is everything from news and information about the company to a web shop and dashboard where users can manage and monitor their products. All of these pages and functions have very different use cases and therefore, requirements that differ greatly.



Please visit [satcube.com](http://satcube.com) to see more.

## Design system

I have set up the design system from scratch, starting with research, low fidelity prototyping followed by testing and designing, making components as I go. The design system is very much a living thing, with regular updates from the team due to the occurrence of new needs and to keep the aesthetic nice and up to date.



## Research and strategic methods used in this project

### Creating personas

We conducted several interviews with people internal and external to the company to get to know our users and created multiple personas.

### Prototyping

I made a multitude of low to high fidelity prototypes using Figma.

### User observations followed by interviews

With the aim to find out how the prototypes and different ideas work for the users. To identify key pain points and ideas for improvement.

### A/B testing

Comparing different versions of a function or design to see which is perceived as better and is more intuitive.

### Product roadmap

I have created the product roadmap and I'm in charge of making sure the team delivers on time.

### Value and performance monitoring using KPIs

To quantify the performance of the website I use different KPIs. With this tool I can easily find any pain points as well as what produce the most value.

# Satcube productions and art direction

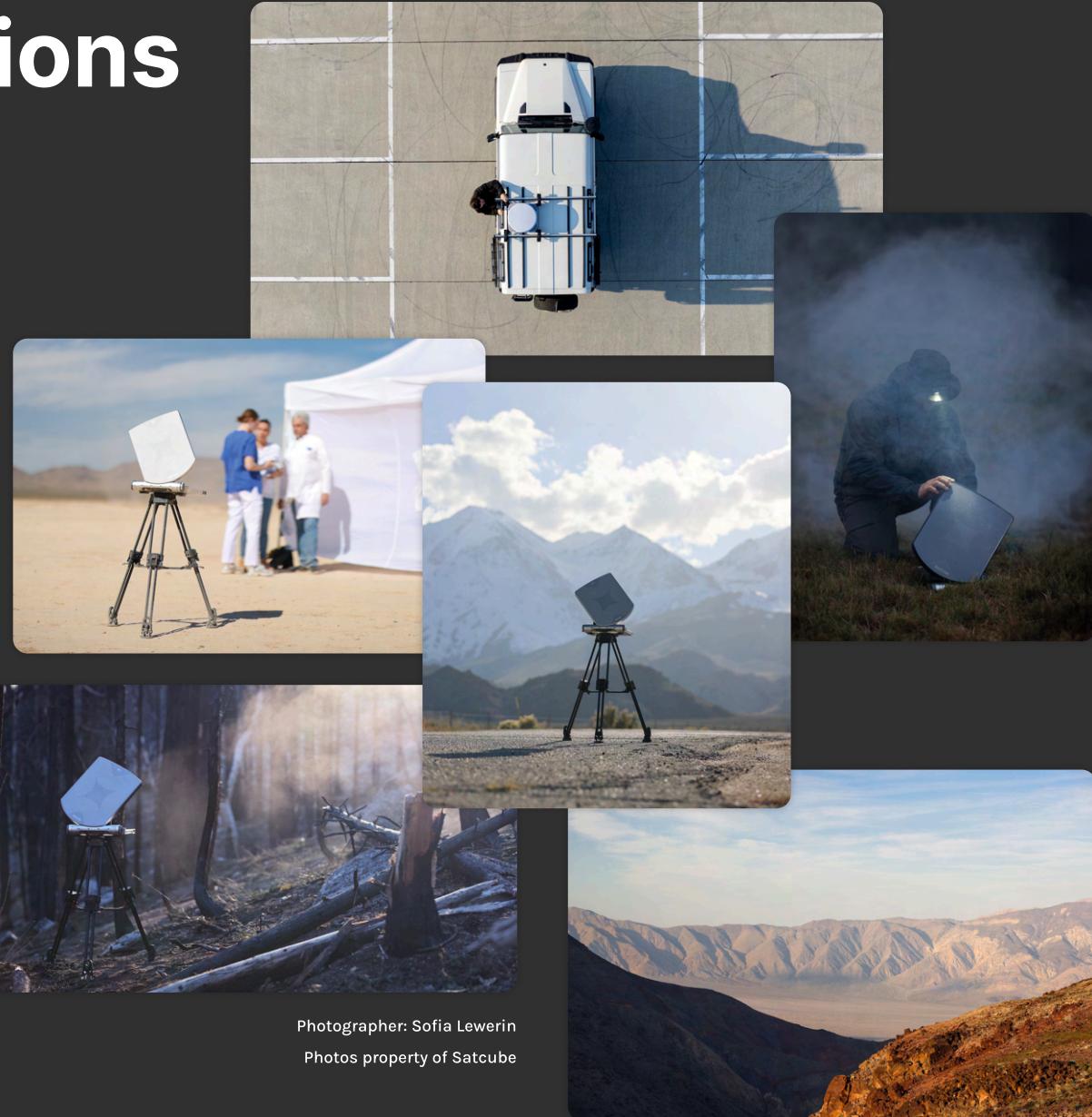
I had the role of Art director and production assistant for all Satcube photo and video productions since 2022. Working closely with a photographer, I have been responsible for creating the vision, aesthetics, mood boards and planning the productions as well as aiding at the shoot. I have been responsible for all steps of the projects, in casting models and actors, scouting locations, acquiring props and making sure Satcube got all the material needed and in adequate quality.

## Graphic design: Product sheets and more

 My booth design was nominated as finalist for best booth design at ICB in Amsterdam 2023, a media trade show with over 43,000 attendees and over 1250 exhibitors.



I have created a wide array of print and digital material for Satcube, including product sheets for multiple products, rollups and booth designs for international trade shows.



Photographer: Sofia Lewerin

Photos property of Satcube

# Satcube WebGUI

My role in this project is product owner and designer. The WebGUI is a technically advanced tool for users to manage and monitor their products. It allows for users to make all kinds of settings and see thorough statistics. WebGUI stands for Web-Guided-User-Interface and is accessed through a browser. Users are often experienced and expert users but there are also a significant percentage of beginner users.

## 1 The problem

This project is all about making very difficult and technical product handling easy as a breeze. A new user with no knowledge of the space industry or having used Satcube's products previously should be able to use the webGUI and understand what they are doing.

## 2 User studies

To define our user group we conducted several interviews with people internal and external to the company and created multiple personas.

## 3 Low fidelity prototyping

We ideated and sketched using Figma and good ol' pens and paper.

## 4 Testing, iterating, testing, iterating...

A/B testing, interviews and observations were among the methods we used to develop our design. We tested with internal and external parts to make sure the design intuitive, clear and aesthetically pleasing. Between testing sessions, we made adjustments to the design as it moved towards more high fidelity prototypes.

Some technical illustrations that I have made using Adobe Illustrator:



## Results

The design ended up being easy to use, easy to scale and intuitive to our users according to the evaluations. Below are some important factors that characterize this design.



General	
Terminal name	Terminal123
Power	<input checked="" type="checkbox"/>
Username	User1
Password	*****
Encryption	Default
Cooling	Low    Normal    High

## Using cards

We used card-based design to make the interface easy to scale with added content and settings, easily overviewed and sorted and easy to make responsive to all kinds of screens.

## Extensive tooltips

To make this design accessible to people who have little to no experience with the industry or ours or similar products, we chose to incorporate extensive tooltips in the design. These explain to the user what different terms imply and what consequences a setting may imply.

General

The target value represents the location in the sky where the satellite is. The orientation is where the terminal is currently pointing the antenna. Ideally these would be the same, but may differ slightly due to external factors.

System messages

Relevant system messages concerning the operation of the terminal are presented for troubleshooting purposes. The following types of messages can be viewed: Error, Status, Warning.

# Graphic design - Satcube merch

These are some examples of merch that I have made for Satcube. I have come up with the theme and design and made the illustrations in Illustrator. The focus here has been to create something fun that represent us as a young, innovative company in the space industry and to market our brand. These have been handed out at events, such as international trade shows and student fairs and have been much appreciated :)



## Summary Satcube

I have a very broad and versatile role at Satcube. Since Satcube is a scale up-company, there is plenty of things happening and small teams to carry out the tasks. This environment has thought me so much about working in multi disciplinary teams with limited resources, using my imagination and trusting my creative abilities.

### Some important lessons I have learnt

*The importance of cohesiveness and consistent quality* - Working in a role that is this broad is a big responsibility and really highlights the importance of maintaining consistent look and feel across multiple platforms and products. Every part of a design matters and the impression of one product also affects the impression of the brand and company as a whole.

*The importance of clear communication* - As a product and designer it is so important to communicate both your ideas and to your team in a clear and comprehensive way.

*Nothing is perfect* - The longer I work at Satcube and continue to work on my projects, the more I find things that I would like to change and see new ways on how to improve my designs. I see this as something good, since it shows my development as a designer and encourages me to trust my gut feeling and think outside the box.

*Building strong relationships* - Working in a team that enjoy each others company, can communicate and care about each other makes all the difference in my opinion. This can be as simple as asking about everyday life, take the initiative for an after work or just making sure no one sits alone at lunch.

**Master thesis:**

# Developing an app for people with cognitive disability

## Background

Föreningen Grunden is a daily worklike-activities centre in Gothenburg, providing work experience, activities and community to their employees who all have some form of cognitive disability. The aim of this project was to create an app through which the employees of Föreningen Grunden could find activities that boost social activities, community and trying new things.

## Thorough testing

In this case, testing was an incredibly important factor since the last thing my thesis partner and I wanted to deliver was something that in the end would not work for the intended users. Therefore, we spent a majority of our time on this project conducting different tests, interviews and observations to be sure to verify every aspect of our design.

## Using WCAG

Many of the participants in our user studies and intended target group required us to pay extra attention to accessibility guidelines due to visual impairments, cognitive factors such as memory problems and several other aspects. This led us to decide to follow WCAG AAA visual standards, which is the highest one. This standard gives guidelines in many different aspects, such as text size, contrasts between colors and intuitive navigation.

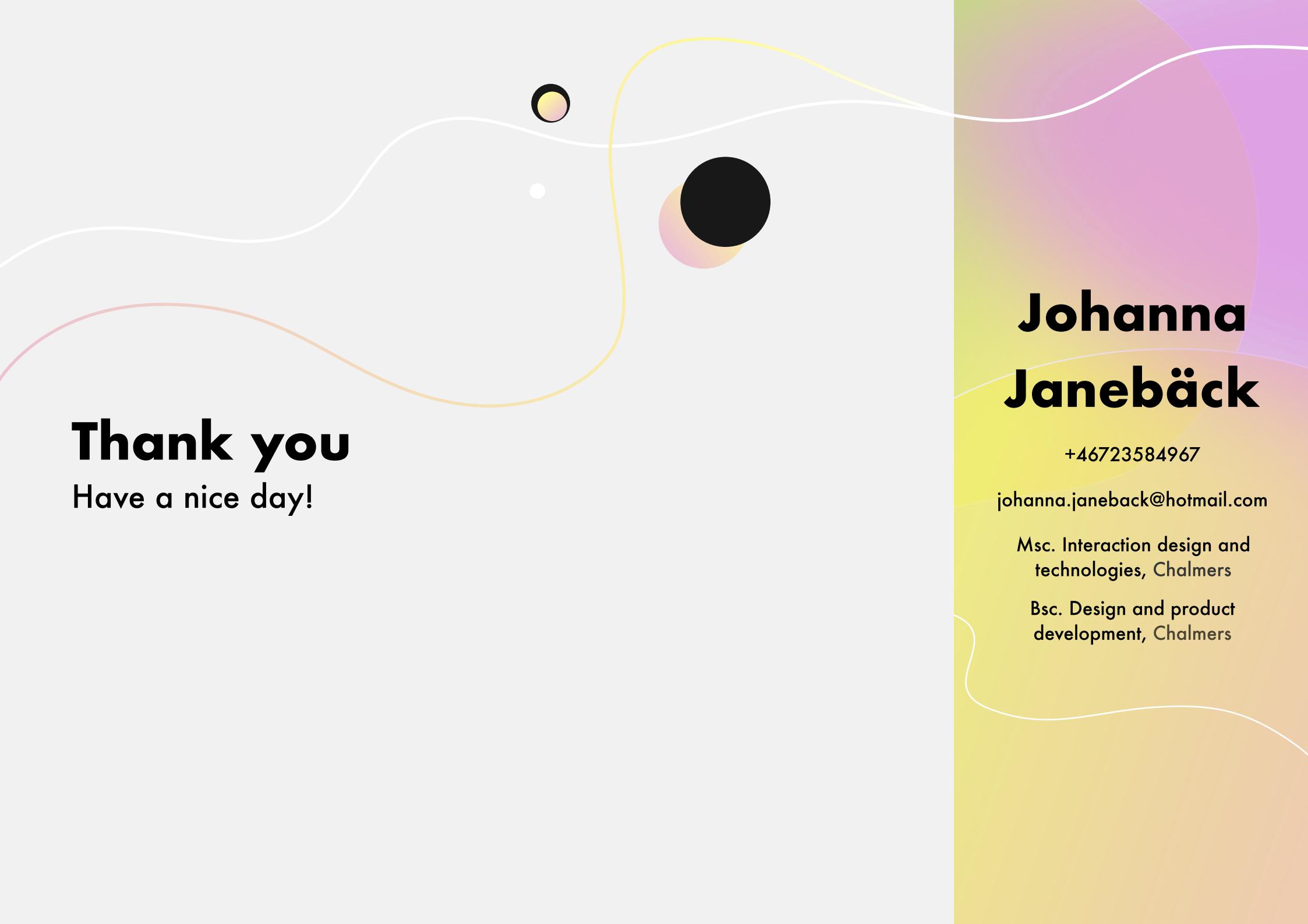
## Some important lessons I have learnt

*The art of listening and reading between the lines* - It's not always easy to say what you need or what works best for you. This makes knowing what to listen for and identifying pain points that may not be obvious all the more important.

*Empathy* - To be able to relate to other peoples problems and put myself in their shoes is an important experience from this project. Empathy in problem solving is key to make solutions that make a real difference in my opinion.

*Meticulousness* - In this project I had to make absolutely sure that every part of the design worked as intended and was intuitive to the user group, leaving no part untested or unevaluated.





**Thank you**  
Have a nice day!

**Johanna  
Janebäck**

+46723584967

johanna.janeback@hotmail.com

Msc. Interaction design and  
technologies, Chalmers

Bsc. Design and product  
development, Chalmers