

Johanna Janebäck

Design Lead | UX/UI, Brand &
Product Strategy



Hello!

I'm a curious and creative design and product leader with a passion for designing impactful, user-centered products that make life easier and more enjoyable. With a strong background in product management, UX, and brand development, I'm passionate about delivering meaningful results that really make a difference.

Merits

- Winner of Stockholm Technical Museum's prize for innovation.
- Finalist Stockholm Water prize.
- Finalist best booth design, IBC Amsterdam 2023 with more than 1250 exhibitors.
- Cambridge English: Advanced certificate.

Skills



- **Product Management:** Agile product ownership, roadmap development, KPI tracking.
- **Design & UX:** UI/UX design, accessible design (WCAG), design systems, brand identity.
- **User Research:** Usability testing, interviews, and data-driven insights.
- **Soft Skills:** Strategic thinking, cross-functional collaboration, problem-solving, and effective communication.
- **Tools:** Adobe Creative Suite, Figma, GitLab, CMS, CRM, HTML/CSS, 3D-CAD, Generative AI.

Hobbies

Knitting, ceramics, sports, friends and family.

Experience

Satcube AB, 2022 - current employment

Design Lead

- Lead user research and gather requirements from stakeholders, users, and customers, for both digital and physical products.
 - Act as Product Owner in an agile team, prioritizing tasks and backlog to enhance team efficiency.
 - Set and track performance KPIs; manage multiple product roadmaps.
 - Designed and project managed the entire company website, including product and organizational management pages, marketing sections, and a blog/news platform.
 - Established and maintain the design system.
 - Develop an app to improve product usability.
 - Design a web UI for product management and monitoring.
 - Launched e-commerce features that increased sales and product visibility.
 - Manage Google Ads, Piwik, Dealfront, CMS and CRM systems.
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- Created the company's entire brand profile, including the logotype and brand positioning.
 - Plan, manage, and art direct international and domestic photo and video productions.
 - Design print and digital media assets, including product sheets, merchandise, and trade show booth designs.

Föreningen Grunden, 2022

Master Thesis

- Designed an event and networking mobile app tailored for people with cognitive disabilities.
- Led user research and concept validation through workshops, interviews, testing, and observations.
- Developed and validated the solution following WCAG AAA standards to ensure the highest level of accessibility.

Närhälsan Mölnlycke, 2017-2022

Extra work during my studies

- Patient contact and guidance, administrative tasks and mail handling. I worked all summers and some winters.

Education

Chalmers University of Technology, 2020-2022

MSc Interaction Design and Technologies

Chalmers University of Technology, 2017-2020

BSc Design and Product Development

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