**My Work:**  
CrimeZone:



[www.crimezone.se](http://www.crimezone.se)

CrimeZone visualizes real-time crime reports directly from the Swedish police.

The purpose of this project was to create a new digital service using HTML, CSS, JS and API:s.  
My role was to scrape the data from the police website, structure the data and mapping out the addresses on the map.

My biggest Learning from this project was a deeper knowledge of JavaScript, handling API calls and the challenges that comes with structuring real-time data from web scraping.

About me:  
  
Thanks for stopping by! My name is Jonas Lindström and I’m currently a digital data strategist student at Hyper Island in Stockholm.

I want to create awesome products, services and experiences based upon todays and future technologies (yes, with lots of data).   
  
I’m driven by the process of development, both professionally and personally.

I have a long background as an entrepreneur and I’m at my very best in a fast pace environment along with an effective team.

The team differences from an ordinary work group. A work group is composed of member’s wo are striving to create a shared view of goals and to develop an efficient and effective organizational structure in which to accomplish those goals.

A work group becomes a team when shared goals have been established and effective methods to accomplish those goals are in place.

When a group becomes a team, that’s when the real magic begins.

When work doesn’t feel like work.

It’s fun because nothing beats playing in the winning team.

// My biggest strength is to being able to act responsibly and to keep my head calm in the most stressful situations.

// I have a passion for passion

Thanks for stopping by!   
  
I’m a data driven digital strategist with a passion for learning and development.

I have a long background as an entrepreneur and I’m at my very best in a fast pace environment

This is probably the hardest part, to describe myself of who I am.  
At hyper island we often work in diverse groups in a fast pace environment.  
One part of our learning is to give and receive feedback in order to reflect upon our self and others of who we are as individual and as a team member.  
  
This is some of the feedback I have received during our projects on Hyper Island:



[www.worksite.se](http://www.worksite.se)

Worksite is a cloud based project management system for companies within the construction industry.  
  
The system contains

CRM-system

internal and external communication with employees and customers.  
Reporting system to manage time-cards and variations  
Uploading pictures, documents, invoices and contracts

Giving the companies customers an ability to communicate and follow the project in real time

As co-founder of worksite I’ve been involved within the whole process from start to the end result, we have been 3 people involved in the developing worksite.

Student project in collaboration with Apoteket  
  
HOVER EFFECT showing:  
Google Analytics  
A/B-testing  
Digital Strategy

Apoteket is the leading pharmacy chain in Sweden.

They have approximately 1.2 million visitors each month.

Our brief was to look at the behavior on Apoteket.se with focus on conversion-rate by using Google Analytics.

What do the customers do?

What do they need and want?

Are they measuring the right KPI:s?  
How should the data and insights be used to improve customer experience and increasing conversions?

My role as the project leader was handling all the contact with the client as well as keeping track of milestones, planning and organization.

We created a new funnel measuring the right KPI for the objective that provided new insights.   
  
Our findings led us to:  
- Present a digital strategy for implementing a new service based on 1 to 1 marketing automation.

- Developed A/B-test to improve the UX

- Report site errors

- Recommendations for implementation of Google-analytics code to gain further insights of user behavior and user intent.

The client felt that we both had reached and exceeded their goals in terms of deliveries and results

The insights led us to give suggestions on improving their UX which we developed some A/B-tests on.

Our findings led us to present a digital strategy   
The report included recommendations for site-errors, implementation of GA tracking code

present a new service based on 1 to 1 automation  
  
Based upon these insights we suggested and set up a few A/B-tests to increase the UX.

Due non disclosure agreement with the client we cannot speak of the results and the findings in the project.

My name is Jonas Lindström

I like to mix creativity and curiosity with my passion for development and technology.

I’m currently a student at the Digital data strategy program at Hyper Island in Stockholm.

I use my creativity and experience as an entrepreneur to create hypotheses to define and implement strategies that leads to increased growth, revenue and better experiences.

My colleagues acknowledge me for my dedication and determination to perform and keep my head calm even in fast-pace environments and stressful situations.

Feel free to get in touch with me if you want to exchange thoughts or collaborate!

Transdev:  
  
Our brief was