JONATAN SEGER

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WORKING EXPERIENCES

LÄNNA SPORT AB, STOCKHOLM
Extra employment, September 2012 – ongoing

Retail sales, online sales and system adjustments are some of the daily assignments I have familiarized with during my years at *Länna Sport*. Apart from these skills, I have on multiple occasions, been involved in store design, organization and planning.

EDUCATION

ROYAL INSITUTE OF TEHNOLOGY (KTH), STOCKHOLM
Bachelor's degree in Media Technology, 2014–2017

The main skills after spending three years at Media Technology is to understand users and the technologies which they interact with. Limitations in technology in human-computer interaction. Sound, media, web, and mobile medias are some of the modules we have dealt with. The rest of the program is dedicated to the core scientific aspects such as programming, physics, and mathematics.

EIT DIGITAL, STOCKHOLM
Master's degree in Human-Computer Interaction & Design, 2017–2019

"The students are offered a double degree which combines technical competence with a set of skills in Innovation and Entrepreneurship". The HCID program aims at providing the student with skills in innovation in relation to technology. The strong focus on business acted as a great complement to the already acquired technical competence in order to understand the industry.

MASTER THEIS AT TELE2 AB, STOCKHOLM
How In-House Usability Testing Increases Product Development, 2019

My assignment was to study the current usability testing process at Tele2 and to compare it with the first ever in-house test. The purpose was to improve the testing process and to make it more agile and of higher quality to a lower expense. A survey combined with interviews and observations paved the way for the results and discussion. The main finding was that the company in question can do a lot more usability testing if its in-house which will further enhance the feedback on how the website of Tele2 can improved.

During this period, I got the chance to learn more about UX and how the operate. How the work with Scrum and what proper development looks like. This experience has increased my interest for UX and the competences revolving design, HCD, insight driven development, product evaluation, how to work with hypothesis and much more.

SKILLS

Leadership – I'm currently assistant captain in my team and I have been captain or assistant captain during my 17 years as a hockey player. The various group assignments in school have given me experience with all different kinds of people from all over the world.

Cooperative – I'm happy to help my peers as well as to work side-by-side with others. A group/team is not stronger than its weakest link. That is why everyone must help each other for everyone to become the best version of themselves.

Engaged – every new situation I encounter motivates me to learn and develop. My worst fear is being the weakest link in the team, that is why I strive at improving all the time. Once I feel comfortable, I try to help others to make them improve. In the perfect world no one would be the weakest link.