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References available upon request.

CV

With nearly three decades of experience in designing for screens, I have worked across diverse sectors, including Media, B2B, Financial Services, Healthcare, and Social Innovation. My expertise spans digital product development, complemented by a solid understanding of adjacent fields such as Technical Engineering, Business Development, Market Research, and Branding. However, what truly captivates me is crafting user experiences that resonate deeply with end-users through Service Design and Design Thinking processes.

Elsa Science AB

2020–2023

UX Designer, Business- and Product development

Elsa provides a comprehensive Rheumatic care platform consisting of two main components: a self-care patient app, and a SaaS clinical dashboard that visualises the patients disease activity and therapeutic response.

I've been involved in various part of the development of the platform and recently with a focus on the development of the Clinical Dashboard. In collaboration with patients and rheumatologists from Sweden and the United States we have developed a solution that meet the specific demands of the American and Swedish healthcare system.

I've gained in-depth knowledge of diverse methods for measuring disease activity, the concept of value based care, how EHRs are used and the API standards for sharing patient data across platforms, financial reimbursement models and other complexities related to chronic disease management in the SWE/US healthcare system.

Ocean Observations

2013–2020

Art Director & UX Designer

Ocean Observations was a strategic design firm renowned for its commitment to creating digital products and services that brought meaningful change to society. Based in Stockholm, our diverse team of design thinkers and doers specialized in blending design-thinking methodology with technology. My role encompassed a wide range of responsibilities, from UX & UI Design and User Research to creating Journey maps, Service Blueprints and Branding. I was involved in projects that not only appealed to our sense of creativity but also contributed positively to society, particularly in the healthcare and social innovation sector.

Selected projects at Ocean:

FHabian

2018–19

Health Solutions & Karolinska Universitetssjukhuset

FHabian.nu is a digital healthcare initiative designed to enhance the management and understanding of Familial Hypercholesterolemia (FH) within the Swedish healthcare system.

Within the platform, a patient diagnosed with FH can log in to create a family tree and input contact information for relatives. These relatives are then invited to participate in a screening process, aimed at facilitating early detection and intervention of FH. Based on screening outcomes, relatives may proceed to blood tests and, if necessary, receive treatment options, including digital healthcare consultations through an app.

Simultaneously, healthcare professionals have access to a clinical dashboard. This tool allows them to monitor the screening process, track patient and relative engagement, and review outcomes, ensuring a coordinated approach to managing FH.

In collaboration with a medical doctor and HealthSolutions, I had the opportunity to design both the patient-facing interface and the Dashboard for healthcare professionals.

Ingen ska ha hepatit C

2018–19

Health Solutions, Karolinska Universitetssjuk-huset Huddinge, MSD and more

In collaboration with MSD and other partners, I contributed to a vital project aimed at eradicating Hepatitis C in Sweden. Our goal was to develop a solution that covered the whole chain of care for individuals at risk of carrying the virus, particularly targeting populations with lower trust in conventional healthcare, such as active or former drug users.

My role involved creating a mobile-friendly solution that encompassed the entire process from an initial screening questionnaire to blood tests and virtual doctor appointments, culminating in treatment. The project was challenging with many partners contributing to the chain of care and it required designing an interface that was not only user-friendly but also sensitive to the unique needs and concerns of the target demographic.

FEDiCS

2018–19

Health Solutions, RiksÄT (Swedish national quality register for eating disorders)

In collaboration with Health Solutions and the national quality register for eating disorders (RiksÄT), I was part of the FEDiCS project. Our aim was to develop a more user-friendly solution for the self-assessment forms required by patients seeking treatment for eating disorders. Previously, these assessments were conducted on a computer the clinic. The process could take over an hour and the existing solution did not provide any visual cues on how much was left or any support functionality.

Our new solution enabled patients to complete these forms more conveniently and privately and in their own phase via a mobile solution. The data from the forms is then integrated into a quality register, and also serving as a crucial decision-support tool for the clinic.

Detectivio

2018

In 2017, Detectivio was founded by a medical doctor and a computer science engineer, embarking on a journey to revolutionize the measurement of vital signs – pulse, respiratory rate, blood oxygen level, blood pressure, and body temperature – fundamental features of human physiology. The venture leveraged advanced sensors, optics, digital signal processing, computer vision, machine learning, and artificial neural networks, all aimed at using modern technology to facilitate, streamline, and broaden the assessment of health.

A team from Ocean assisted Detectivio with the formulation of mission and vision statements, as well as creating illustrations for their investor pitch deck. As part of this team, my role involved facilitating workshops and developing concept illustrations and workflow visualizations.

Hurmårdu.nu (Första Linjen)

Landstinget i Karlstad 2016–2018

In collaboration with ExperioLab, Ocean Observations developed an online platform aimed at encouraging teenagers with mental health issues to seek timely help. The project involved close cooperation with the client team as well as the target audience—teenagers themselves. My role encompassed conceptual development, shaping the brand's personality and overseeing its user interface.

3R Framtidens vårdinformationsmiljö

Acando 2016

In collaboration with Acando, Ocean Observations was commissioned by Region Stockholm, Västra Götalandsregionen, and Region Skåne to evaluate and reimagine information flow within Sweden's healthcare system. My role focused on creating comprehensive patient journeys for prevalent medical conditions in Sweden, such as breast cancer, pregnancy, diabetes, and depression, among others. For each condition, we developed two distinct patient journeys: one depicting the current healthcare processes and another envisioning future possibilities enabled by advanced technology and seamless information exchange. This initiative not only provided valuable insights into the existing healthcare landscape but also paved the way for transformative approaches to information flow in a more interconnected healthcare ecosystem.

Hjärtsvikt

Karolinska Institutet och SLL 2016

As a key contributor to the 4D Hjärtsvikt initiative, Ocean Observations undertook design research to elucidate the patient journey for individuals afflicted with congestive heart failure (CHF). Through comprehensive interviews with patients and healthcare providers we gathered insights into both the care process and patient experience. The intelligence gleaned from this research was instrumental in designing a targeted screening service. This service efficiently directs patients to specialists for accurate diagnosis when symptoms suggest potential CHF. I was entrusted with crafting the patient journey map and overseeing the graphic design elements of the screening service.

DollarStreet

Gapminder 2016

As part of Gapminder—founded by the renowned Hans Rosling—I collaborated with Anna Rosling Rönnlund on her visionary project, Dollar Street. This platform arranges homes globally by income through photographs, offering a nuanced perspective on worldwide living conditions. I led the design team, focusing on creating an intuitive user interface that effectively translates complex socio-economic data into an easily understandable, visual format. The project has received several accolades, including the Fast Company World Changing Ideas Award, highlighting its social impact.

Altitude 22

Startup 2016

As part of Altitude 22's endeavour to launch a new coaching service for international executives, Ocean Observations was tasked with creating a mobile-optimized platform to streamline communication between coaches and their clients. My role was comprehensive, involving the conception of the brand identity, as well as designing the website and mobile app interface. The platform features functionalities such as to-do lists, goal tracking, and a booking calendar, effectively enhancing client-coach interactions and organizational efficiency.

myHRM

Aditro 2016

Together with Aditro we redesigned their cloud-based Human Resource management product, myHRM, from a complex system to a user-friendly offering. myHRM is designed around the workday needs of real people. Based on insights from user research we designed an application that simplifies complex HRM tasks into one seamless, intuitive experience. The application is easily accessible on PC, tablet and mobile so whether you're an employee, manager, HR administrator, or organizational leader you get the support you need for a more pleasant workday.

Quest Aid enkätverktyg (Eira)

Karolinska Institutet 2014-15

In a collaborative effort with the team responsible for the Eira research study—a quality registry for rheumatic diseases—Ocean Observations developed a web-based tool designed to create and manage survey-based research studies. I played a multi-faceted role in this project, contributing to the conceptual development of the service and leading the graphic design for the platform's user interface. Additionally, I was involved in the interaction design and user testing phases. Ocean held overarching responsibility for the platform's development, overseeing every aspect from needs analysis to the final application.

QuizRR

Startup 2014

At Ocean, in collaboration with QuizRR, we developed a digital game designed to educate factory workers in China and Bangladesh about their rights, while simultaneously strengthening the competitiveness of both factories and buyers. I played a key role in shaping the visual aesthetics and interface of the game, as well as the website where buyers and factories converge.

Gimlet

2005–2013

Art Director & Interaction Designer

ATG

Conceptualized and designed ATG's web initiative in 2005, which effectively brought users right to the racetrack experience. I also designed ATG's mobile app and the interface for ATG's agents, a design that endures to this day. Our work was recognized with the title of "Best Gaming Site" at Internet World's annual gala in 2010.

Marabou.se

Concept development, Art Direction and design of marabou.se

Vinge – Business Law Firm

Developed the concept and graphic design for the interface of Vinge's Client Care System.

Creuna

2002–2004

Art Director / Head of Design Department

I led the design department, overseeing a dynamic team while also contributing as a UX designer. In this dual role, I balanced leadership responsibilities with hands-on design work, ensuring that our output was both innovative and user-centric.

Among the significant projects I was involved in were initiatives for SCA-Tork, JM AB, Handelsbanken Trading, and Länsförsäkringar.

Tetre, Spray Network and Razorfish

1996–2002

During the dot.com era, I worked as an Art Director and Designer on countless projects. Among these, I notably contributed to the design of Charles Schwab's stocks and funds section in New York. Other significant projects included Tv4.se, HQ.se, and numerous now forgotten oddities .

MTG Everyday

1995–1996

My first job. I designed the initial stages of the web presence for Sveriges Radio and also several companies within the Kinnevik Group, including TV3, ZTV, Comviq, and others. My work during this period laid the foundation for their digital footprint, marking the early days of online branding and interaction.

Education

Grafisk design & Illustration

RMI Berghs 1994

Introductory course in graphic design, typography, and illustration.

Grundläggande konstnärlig utbildning

Basis 1993

Traditional art school with a broad focus.