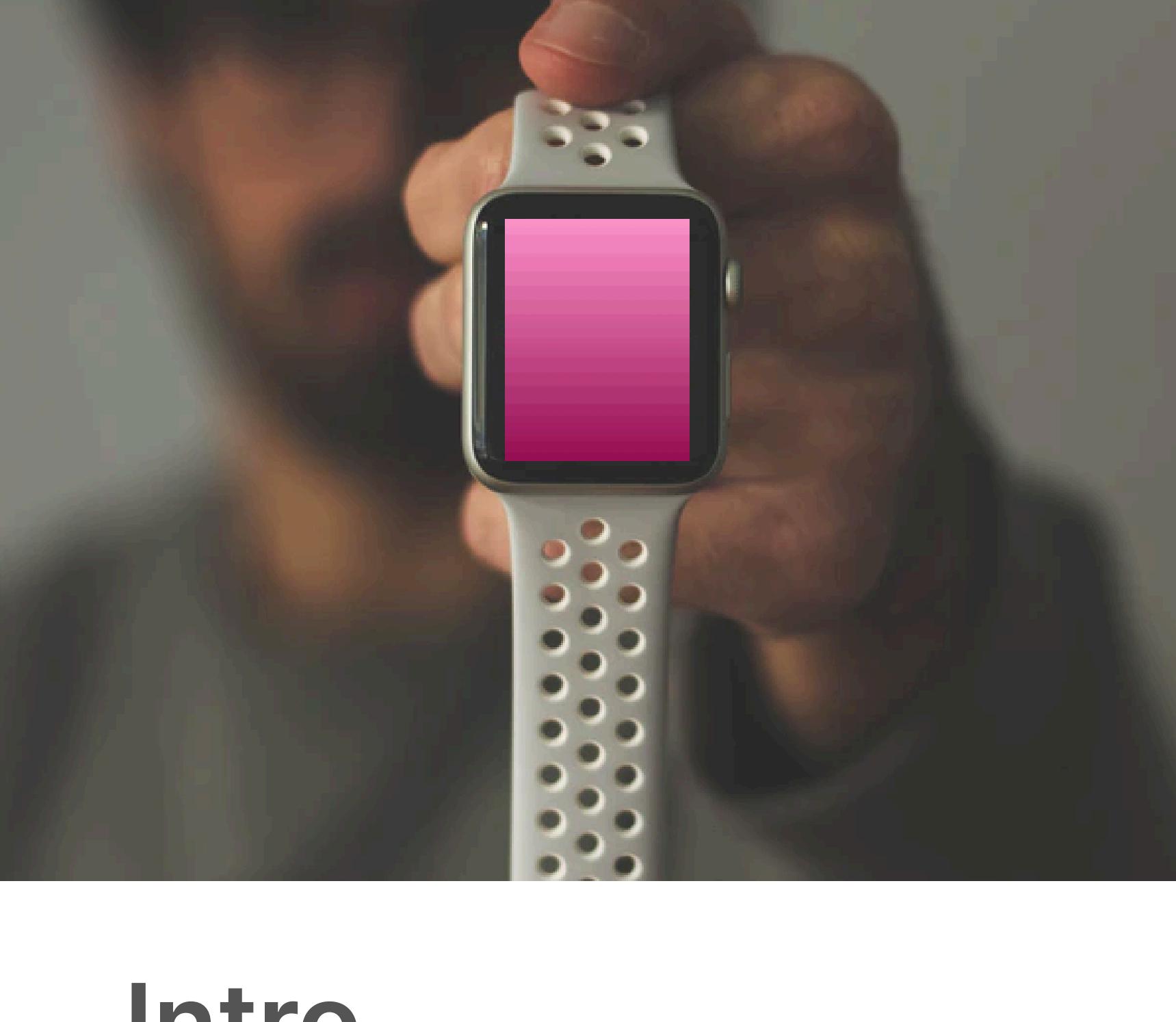


# Resume CV Mobile version



**Magnus Westerberg**  
CD, CX, Concepts & Coaching

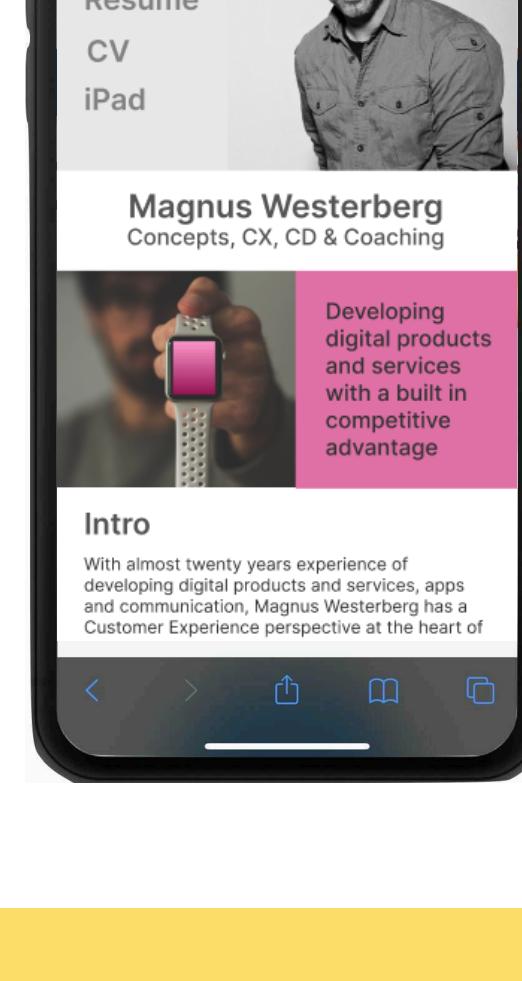


Developing communications concepts and digital experiences with a built in competitive advantage

## Intro

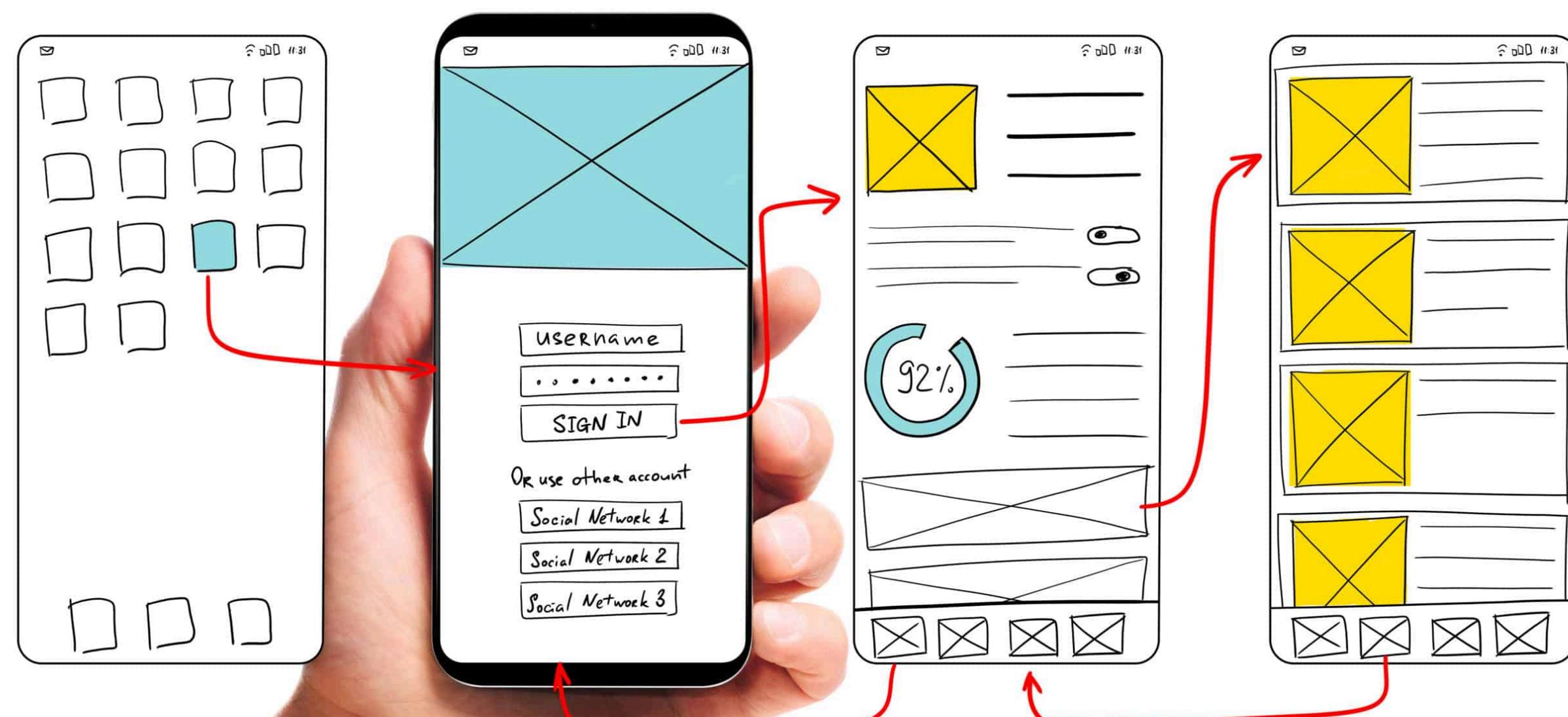
With almost twenty years experience of developing digital products and services, apps and communication, Magnus Westerberg has a Customer Experience perspective at the heart of every engagement.

It doesn't matter if it's a game, a new brand experience, communication about a brand or a new product. In the digital world all successful concepts are built around experience. Blending the worlds of cinematic storytelling with great UX and design, Magnus Westerberg is always focusing on the team and the customer.



Long experience in leading cross-functional teams and transforming concept and CX development from phase based to continuous improvement

Want to see the resume?



## Solutions for reality

### Resume

Leading cross-functional teams in developing outstanding creative work has been the day to day of Magnus Westerberg for many years. Part inspirator, part facilitator and part coach is the role description most common. To develop great work, you help great people to grow.

This also includes client participation. From facilitating large, creative workshops like Design Sprints and other formats to foster velocity and buy-in alike. To working with internal - or mixed - teams to help boost continuous innovation.

### CREATIVE DEVELOPMENT

#### CONCEPTS

1

Very strong in concept development for products and brands



2

#### DESIGN THINKING

Facilitating Design Sprints and other collaboration formats and processes with teams and clients

#### UX

3

Catalyst for everything from user testing to app whispering



4

#### COACHING

Developing internal teams as well as client teams and individuals. Lecturing at Royal Institute of Technology, We Are Movement, Stockholm School of Economics, Hyper Island and Berghs

IN MAGNUS' HEAD

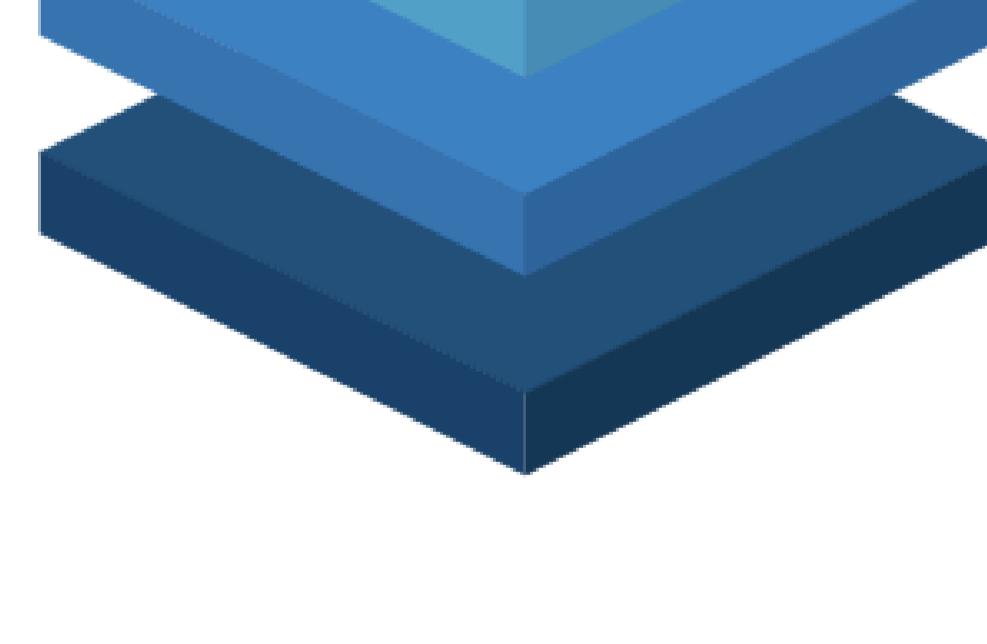
First hired over to partner with CDPs then Executive Creative Director Indra Sinha, Magnus Westerberg after that was a Creative Director and partner at St. Luke's in London. This was an excellent experience for the advisory work that followed in Silicon Valley and running UX and design teams in Berlin, Stockholm and London As Head of Creative Development at Tui Group.

### CONTEXTS

#### WORLD



Head of Creative Development at TUI Group, creating a new CX across all markets, leading a team in London, Berlin and Stockholm

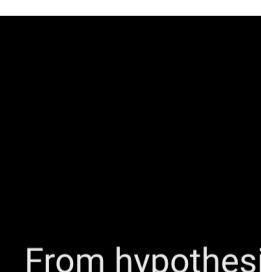


#### LONDON

Creative Director and Partner at St. Luke's in London, creative at CDP



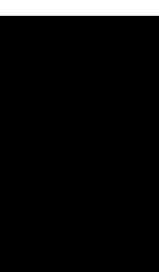
#### STHLM



Creative Director at CloudNine and Mogul, developing digital products

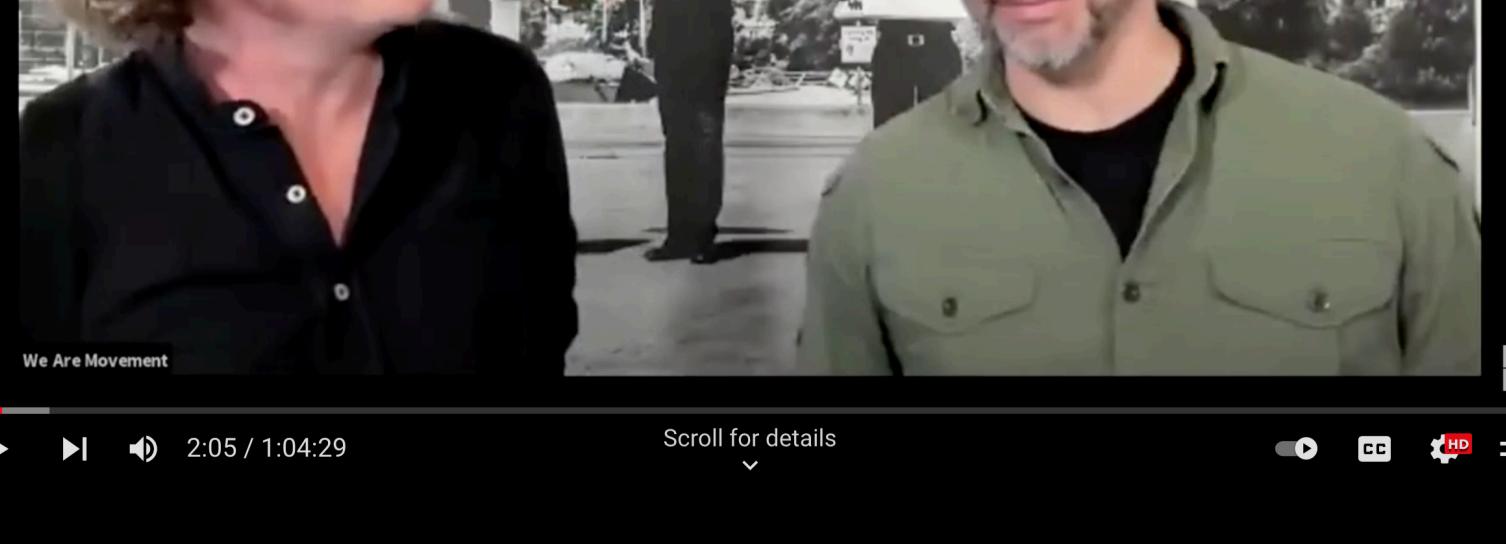
#### COMS

Background in communications from Berghs Int. School of Coms and UCLA



From hypothesis to customer validation with Design Sprints

For several years, Magnus Westerberg has been lecturing at the Royal Institute of Technology about Digital Transformation, MITx Stockholm School of Economics and Hyper Island. This is a lecture from We Are Movement about how to develop hypotheses and validate them with customers using Design Sprints. Just click to play!



Want to see the Curriculum Vitae?



# Creative Vitae

## 11 DIRECTOR OF EXPERIENCE

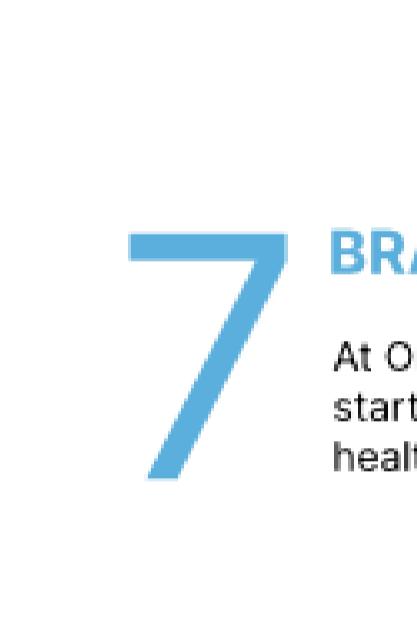
And CD at Strateg Agency and the Diplomat Group - 2016 - Present

## 10 HEAD OF CREATIVE DEV

At TUI Group, responsible for UX & Design teams in London, Berlin, STHLM - 2014-2016

## 9 HEAD OF STRATEGY

At Masscreation, coms and digital products development - 2013 - 2014



## 8 CREATIVE DIRECTOR

At Mogul with 250 employees in STHLM, GBG, MLM & Belgrade - 2010 - 2013

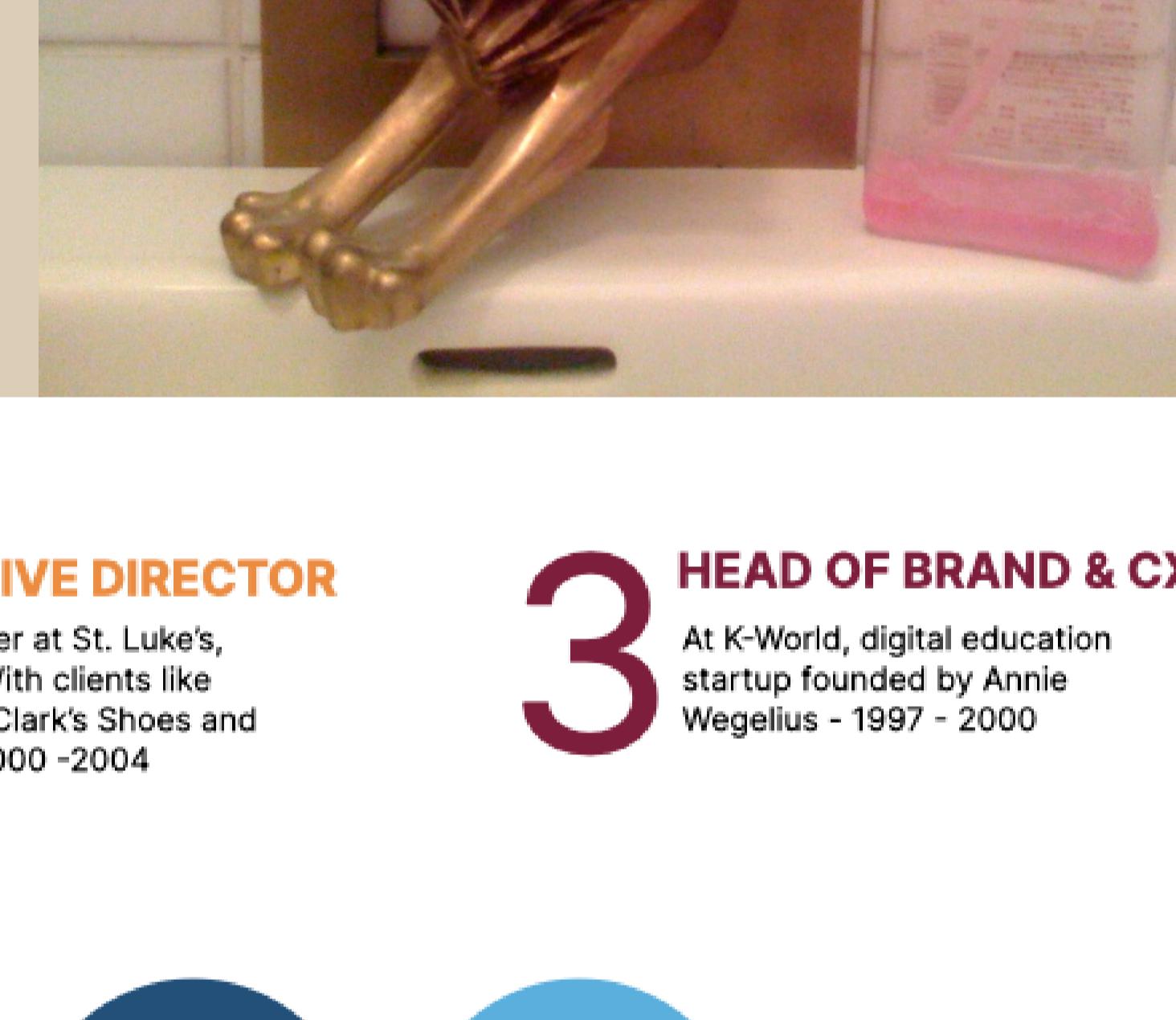
## 7 BRAND & COMS DIR

At Oneriver, American startup in digital health - 2009 - 2010

## 6 CREATIVE DIRECTOR

CloudNine, digital agency in STHLM - 2006 - 2009

Previous CV version just had this photo from Magnus' bathroom



## 5 CREATIVE DIRECTOR

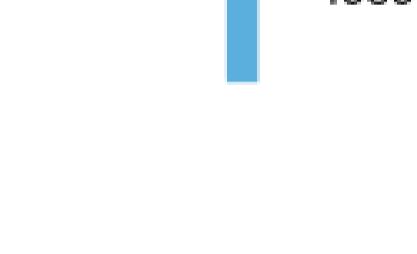
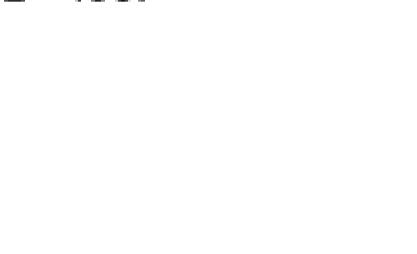
And partner at Introworks, digital products advisory with clients in Estonia and California - 2004 - 2006

## 4 CREATIVE DIRECTOR

And partner at St. Luke's, London. With clients like IKEA, BT, Clark's Shoes and Boot's - 2000 - 2004

## 3 HEAD OF BRAND & CX

At K-World, digital education startup founded by Annie Wegelius - 1997 - 2000

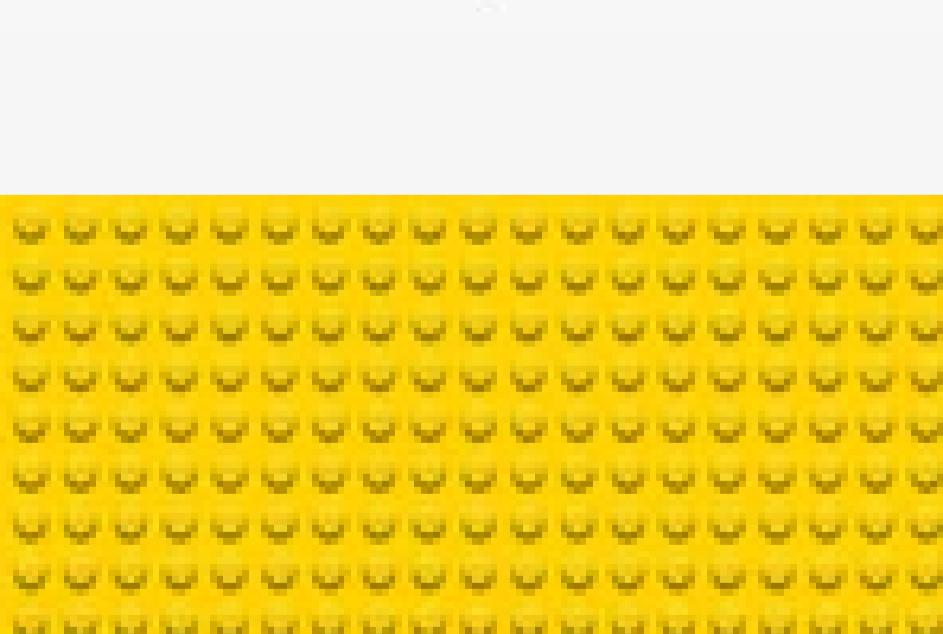


## 2 CREATIVE DIRECTOR

At Blanking/CDP in STHLM and London - 1992 - 1997

## 1 COPY WRITER

Saatchi & Saatchi - 1989 - 1992



BA in Communications from Berghs School of Communications and Screenwriting at UCLA

## Contact