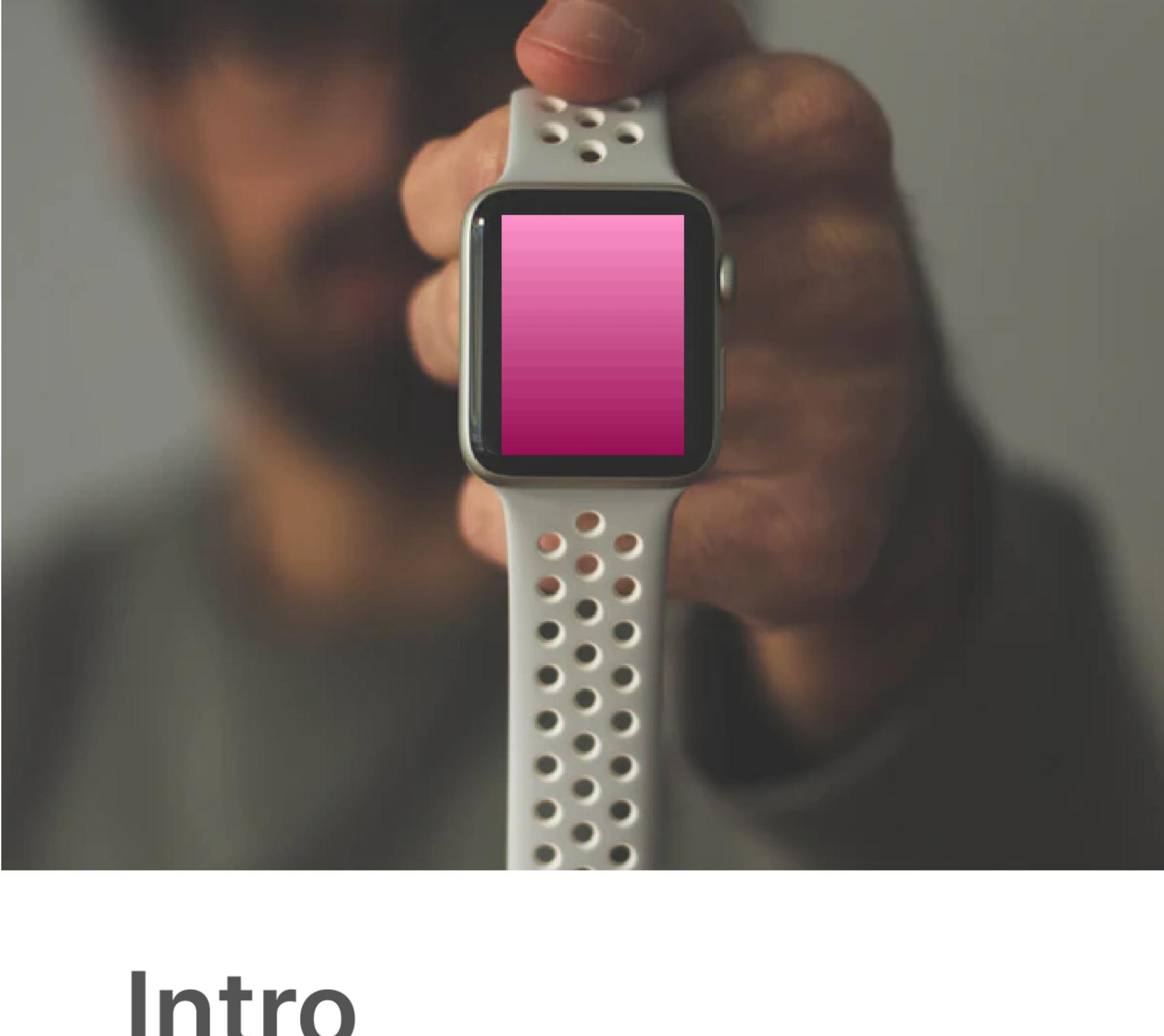


Resume CV Mobile version



Magnus Westerberg
CD, CX, Concepts & Coaching

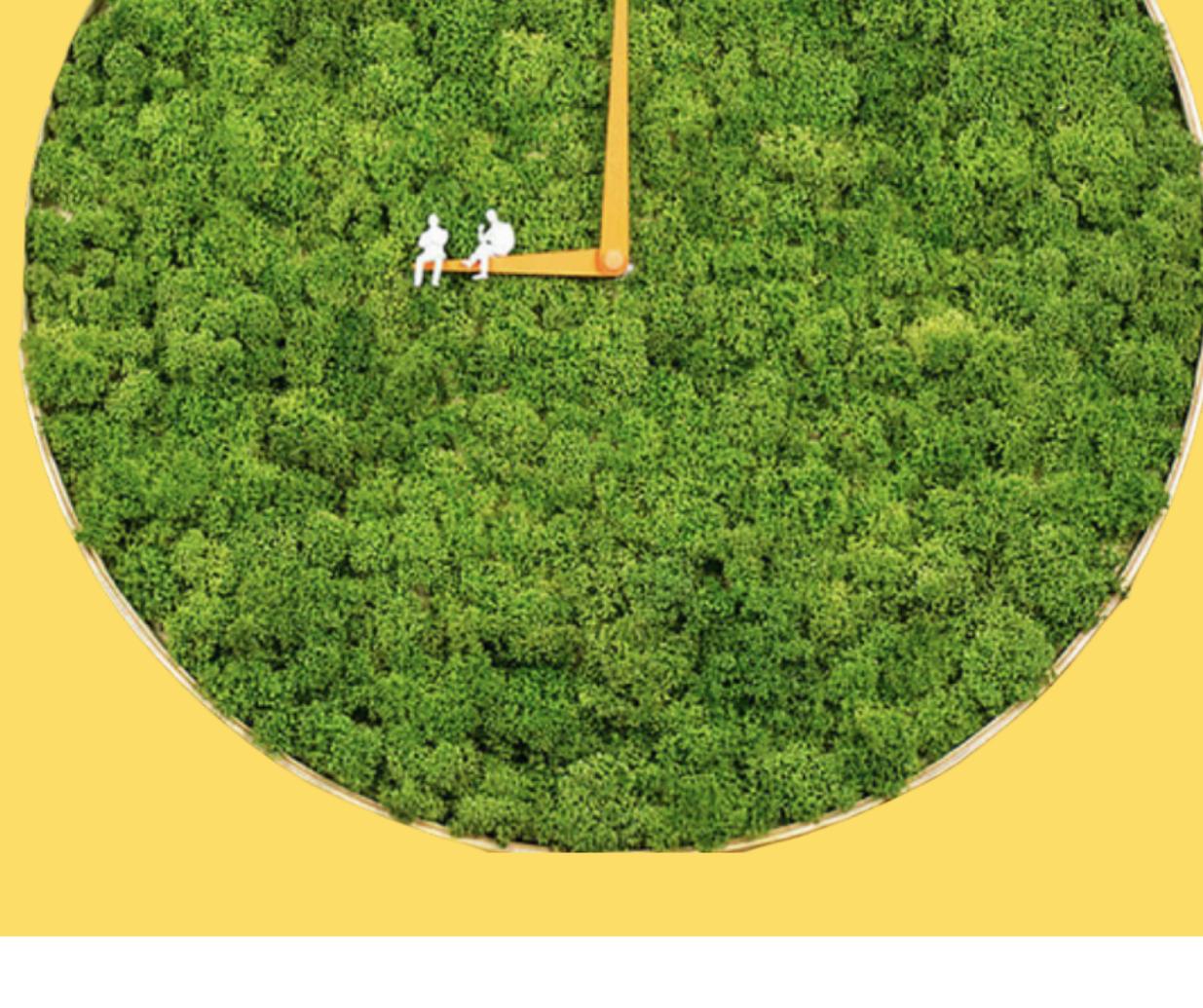
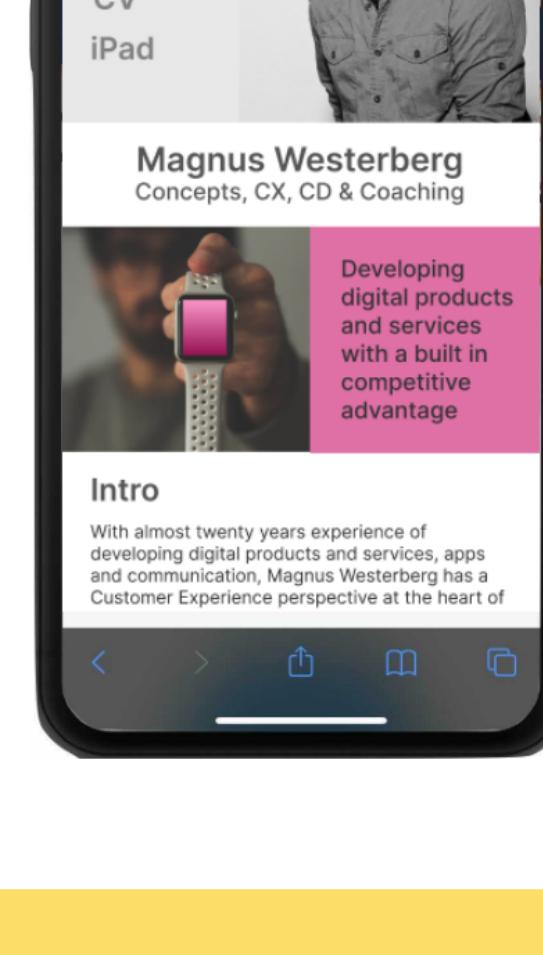


Developing communications concepts and digital experiences with a built in competitive advantage

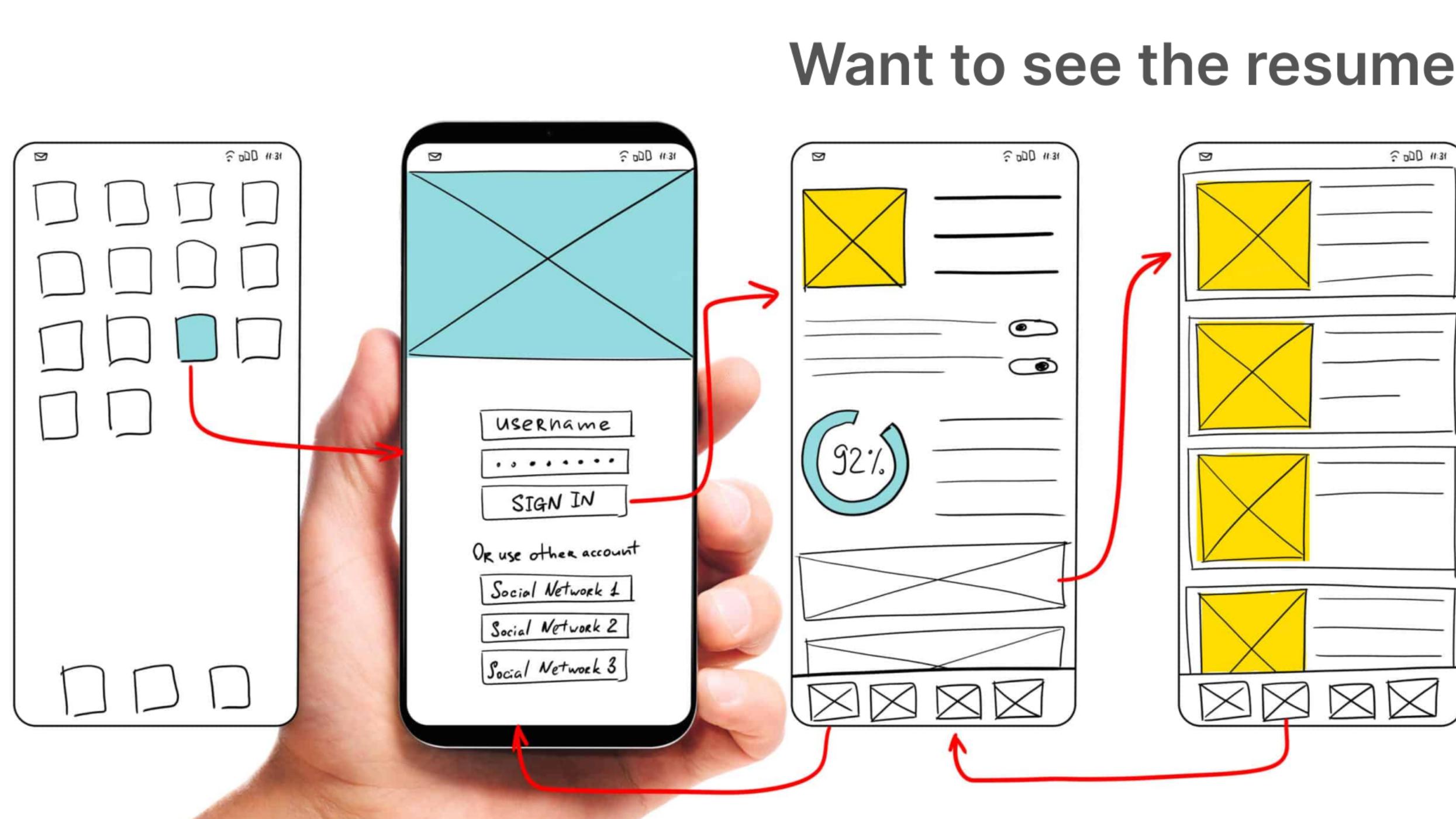
Intro

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

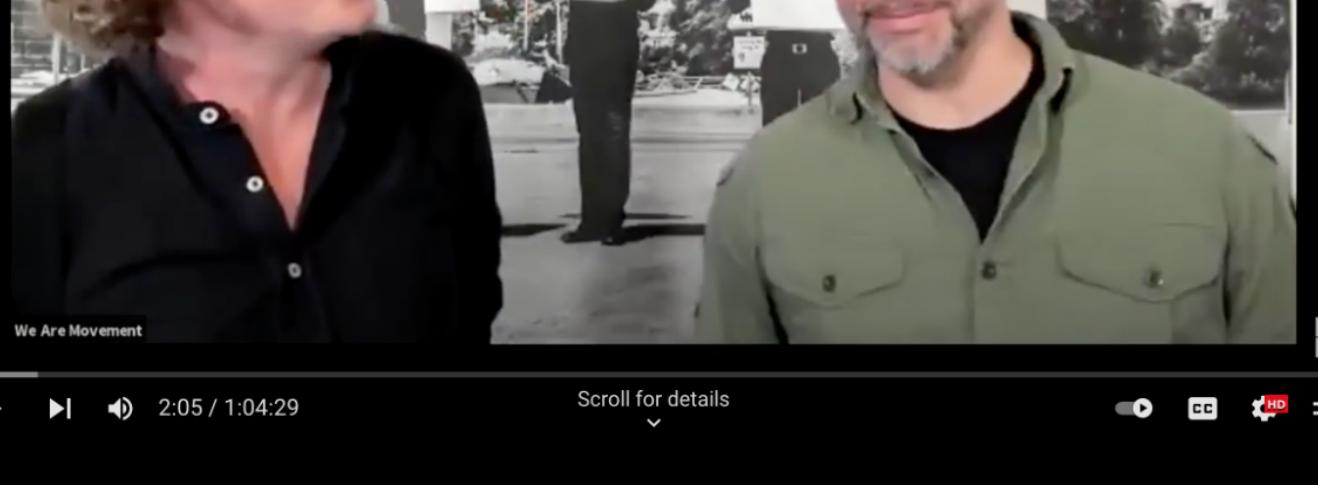


First hired over to partner with CDPs then Executive Creative Director Indra Sinha, Magnus Westerberg after that was a Creative Director and partner at St. Luke's in London. This was an excellent experience for the advisory work that followed in Silicon Valley and running UX and design teams in Berlin,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

CONTEXTS

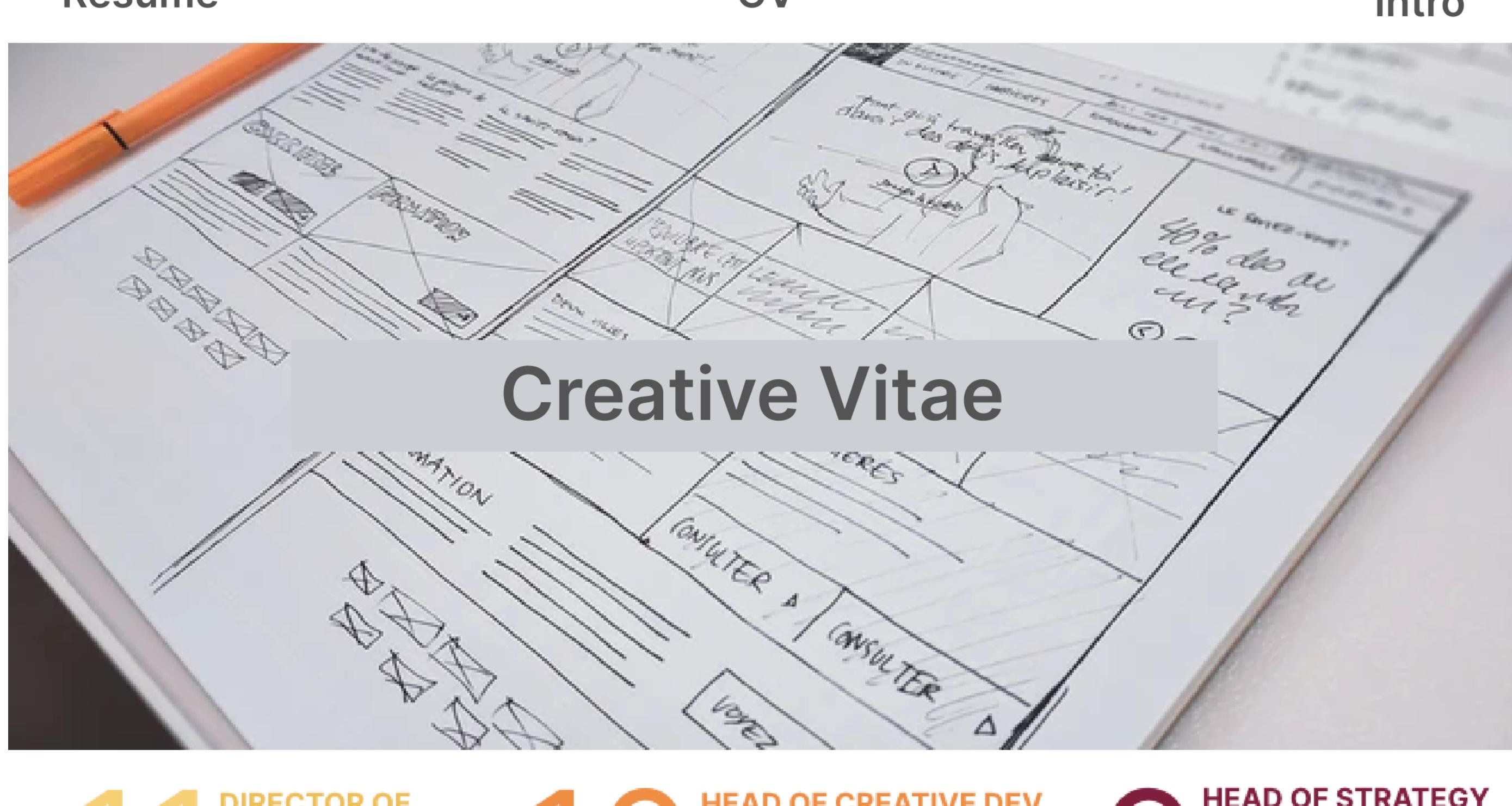


From hypothesis to customer validation with Design Sprints



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?

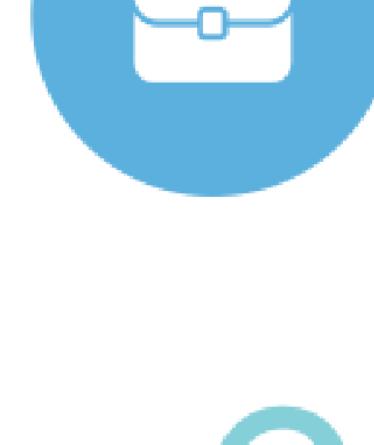
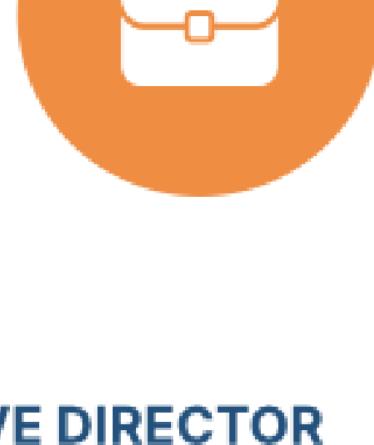


Creative Vitae

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

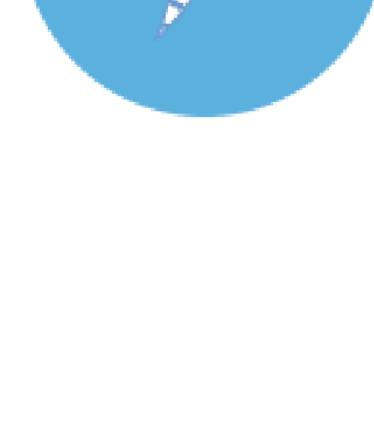
Previous CV version just had this photo from Magnus' bathroom



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

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