

# Patrik Sjérén

## UI/UX Designer / Frontend Developer

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## Experience

### Web Development, UI/UX Design

Freelance

2024/04 - present

- Simple WordPress theme for a film editor with focus on fast loading.

- ICD code search engine built with Laravel, Filament and Vue 3. The main features included:

- Implemented complex search functionality
- Feature to add advertisements for each ICD code
- Integrated GPT-4 for data input for blood tests and examination methods
- Management of 31,000+ database rows

- Custom-developed CMS with Laravel, Filament and Vue 3. The main features included:

- Block-based CMS where it's easy to add new content blocks to easily build page and blog layouts
- Blog listing, single posts and categories
- Payment functionality via Stripe

### Frontend Utvecklare

Svensk Cater / Get a Qlue

2023/10 - 2024/03

- Consulting assignment for Svensk Cater through Get a Qlue focusing on documentation and development
- Investigated their outdated tech stack with .NET Framework 4.8, various versions of Umbraco, Next.js, and Vue.js
- Implemented new features and fixed bugs to improve their current system's functionality
- Developed strategic proposals for future tech stack upgrades, with the goal of modernizing an outdated tech stack and minimizing the number of different technologies to streamline maintenance and development

### UI / UX Designer, Frontend Developer, Graphic Designer

First Vision

2019/01 - 2023/06

- Worked as Frontend Developer and UI/UX Designer at First Vision.
- Developed and designed web platforms focusing on WordPress, Laravel and Vue, as well as React and JavaScript.
- Collaborated with clients such as Funnys Äventyr, Cado Aqua, Champion Generators, Kenneths Däck, Intra and Konditori Katarina, among others.
- Optimization of website performance and SEO for faster loading times and better search engine ranking.
- Created print materials, including car wrapping materials, contract templates and brochures.

### UI / UX Designer, Frontend Developer, Graphic Designer

Webzoo, Great Agency

2008/08 - 2019/06

- Developed and maintained web platforms with a custom-built PHP CMS, from vanilla PHP to modern frameworks like React and Vue.
- Worked with WordPress, WooCommerce and Divi to create and maintain websites and e-commerce solutions.
- Created logos and print materials, including business cards, brochures and car wrapping materials.
- Frontend development: HTML, CSS, JavaScript, React.js, Vue, Tailwind, Bootstrap, Foundation.
- CMS and e-commerce platforms: Custom-built in PHP, WordPress, WooCommerce, Divi.

### Web Developer, Graphic Designer

IDMedia, iMusic Tools, Groovegate

2006/03 - 2008/07

- Worked as a freelancer focusing on WordPress and Joomla.
- Developed and launched Groovegate, a music download portal based on a custom-built e-commerce solution in PHP and MySQL.
- Created logos and print materials, including business cards, brochures and album covers.
- Created and sold licenses for the e-commerce platform under the name iMusic Tools.

### AD, Editor-in-Chief, Writer, A&R

Reactive Music, Pitch Adjust, Audio Beyond

2000/06 - 2006/07

- Worked as Art Director at an indie record label, music publishing company and music studio.
- Founded and served as editor-in-chief for an online magazine focused on club music (House, Techno, Drum & Bass, R&B/Hip Hop).
- Founded and ran the record label Audio Beyond, focusing on Tech-house releases.

### Webdesigner, Grafisk Designer

Webfabriken

1999/06 - 2000/05

- Worked at a web agency based in Stockholm (later relocated to Dalarna).
- Responsible for web development and graphic design, including web and print design.
- Web development: WordPress, Joomla.
- Graphic design: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Quark Xpress, etc.).
- Print design: Created print materials such as brochures, album covers and other marketing materials.

## Profile

I am an experienced UI/UX designer and frontend developer with over 15 years of experience from the agency world. I have extensive expertise in Figma, and Adobe XD, and my My constant curiosity and willingness to learn new technologies have made me highly proficient in HTML, React, Next JS, Laravel, Vue 3, Filament, CSS, JavaScript, WordPress, Headless CMS, and more. My strengths are that I am comfortable working with both design and code, a combination that makes me stand out. I am a calm and focused, perhaps somewhat introverted, person who always has a twinkle in my eye and is quick to laugh.

## Skills

### UX Design

- User Research
- Wireframing
- Prototyping
- Usability Testing
- User flows
- User Journey Mapping
- Accessibility Standards
- Content Writing
- Competitive Analysis

### UI Design

- Visual Design
- Interaction Design
- Design Systems
- Color Theory
- Typography
- Responsive Design

### Design tools

- Figma
- Webflow
- Canva
- Adobe Photoshop
- Adobe Illustrator
- Adobe XD
- Adobe InDesign
- Sketch
- Affinity Suite
- Motiff
- Capcut

### AI

- ChatLLM
- Chat GPT
- Claude
- Deepseek v3
- Google Gemini
- Windsurf
- Cursor
- Cody by Sourcegraph
- AI Agenter
- NotebookLLM
- N8N
- and more...

### Technical skills

- React & Next.js
- Vue 3
- Laravel
- Filament
- PHP
- Javascript
- Tailwind
- Bootstrap
- HMTL & CSS
- Web Development

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## Education

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I am entirely self-taught when it comes to graphic design and web development, partly because there were no educational programs in 1995 when I created my first website, and partly because I thrive when I can dive deep into things I find interesting on my own. I'm a persistent person who quickly loses track of time when trying to solve a problem. I have a sound engineering education from 93-95 at Barnsley College in England.

## Certificates & Courses

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### Touring Vue Router (composition API)

Vue Mastery, 2024

In the Touring Vue Router course we'll be exploring the most of the functionality found in the Vue Router library which allows us to create advanced navigation through our Single Page Applications using Vue.

<https://www.vuemastery.com/courses/touring-vue-router-composition-api/introduction-composition-api>

### Real World Vue 3

Vue Mastery, 2024

In this Vue Mastery course, we'll be building a production-level app using Vue 3. We'll start off by creating the project using create-vue. Then we'll learn about single file .vue components and how they can be used to create a single page application. We'll cover the fundamentals of Vue Router so we can navigate between the different views of our app, and we'll even fetch real external data using API calls with Axios. We'll end by learning about the build process and how to deploy our app into production.

<https://www.vuemastery.com/courses/real-world-vue-3-composition-api/building-a-vue-3-app-composition-api>

### Build real world e-commerce application using ASP.NET Core MVC

Udemy, 2024

This is a Beginner to Advanced level course on .NET 8 that will take you from basics all the way to advance mode. This course is for anyone who is new to ASP.NET Core or who is familiar with ASP.NET and wants to take the first stab at understanding what is different in ASP.NET Core. From there we would be building multiple projects to understand all concepts in .NET 8 as we will deploy our final application on Azure as well as IIS.

<https://www.udemy.com/course/complete-aspnet-core-21-course/>

### Next.js 14 & React - The Complete Guide (incl. App Router)

Academind, 2024

Learn NextJS from the ground up and build fullstack ReactJS + NextJS apps with the App Router or Pages Router!

<https://pro.academind.com/p/nextjs-react-the-complete-guide>

### GitHub Actions - The Complete Guide

Academind, 2024

Learn how to build automated CI / CD workflows with GitHub's DevOps service.

<https://pro.academind.com/p/github-actions-the-complete-guide>

### Cypress End-to-End Testing - Getting Started

Academind, 2024

Learn how to use Cypress to design, build and run powerful and realistic end-to-end (E2E) tests with ease.

<https://pro.academind.com/p/cypress-end-to-end-testing-getting-started>

### Next.js React Ultimate Ecommerce Development

Udemy, 2023

FullStack Course with Advance CRUD Cart Filtering Rating Likes Payments Tax Refunds Orders and more.

<https://www.udemy.com/course/react-nextjs-ecommerce/>

### Laravel 8 From Scratch

Laracast, 2021

We don't learn tools for the sake of learning tools. Instead, we learn them because they help us accomplish a particular goal. With that in mind, in this series, we'll use the common desire for a blog - with categories, tags, comments, email notifications, and more - as our goal. Laravel will be the tool that helps us get there. Each lesson, geared toward newcomers to Laravel, will provide instructions and techniques that will get you to the finish line.

<https://laracasts.com/series/laravel-8-from-scratch>

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### Languages

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- Swedish (native tongue)
- English (Very good knowledge)
- German (understand more than talk)

### Professional reputation

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I have had the privilege of having my professional reputation assessment conducted by Per Frykman. It consisted of asking a small number of questions to former colleagues, managers, and clients. Here is a brief summary of the responses received:

**Patrik is dedicated to his assignments, he has a unique ability to see the big picture early on and can elevate a digital product to a user experience beyond the ordinary.**

Patrik is dedicated to his assignments and wants to solve tasks in the best possible way. With a strong customer focus and humble approach, he truly cares about ensuring customer satisfaction with the end result, and he spends time on the details that make that extra difference.

Patrik is creative, innovative, and listens deeply to what the client wants. Based on his extensive expertise in programming and graphic design, Patrik always prioritizes quality and experience and has a high delivery capability.

Patrik can handle all client communication directly, from initial discussions to delivery and rollout of the finished product. With his unique ability to see the big picture early in a project, he can solve problems whether they relate to technology, interface, or design.

He is both creative and brave and shows technical curiosity, he constantly wants to develop and goes his own way in a very positive manner. He can elevate a digital product to a user experience beyond the ordinary.

The compilation is based on anonymous responses from colleagues and clients in December 2023, analyzed by Per Frykman - Founder of Reputation Mastery™ - per@reputationmastery.se

### In Depth

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I have worked with both small and large clients since 2006, which has given me a broad and diverse experience. I have a strong understanding of UI/UX design principles. I have extensive experience in creating visual concepts, logos, and graphic elements that enhance brand identity and establish a strong visual presence. My constant curiosity and willingness to learn new techniques have made me highly proficient tools like Figma, Adobe products (Photoshop, Illustrator, InDesign, XD), Sketch and more recent tools like Motiff, Penpot and Webflow to mention some.

Beyond my design expertise, I am also a proficient developer and have been coding webpages since 1995. I have a deep understanding of HTML, CSS, JavaScript, React/Next, Vue 3, Tailwind or Bootstrap and PHP (Laravel, Filament, Livewire). I consider myself a framework agnostic, which means I'm not tied to or dependent on a specific framework when it comes to software development.

I have the competence and flexibility to work with various frameworks and can adapt to the project's needs. This means that I can choose the most suitable framework for a given project based on its requirements and goals, rather than being limited to a single tool or framework. I also know Wordpress and Wordpress plugin and theme development inside and out.

My combination of technical expertise and design ability makes me a unique asset for any project. I look forward to contributing my knowledge and creativity to create innovative and effective digital solutions that exceed users' expectations.

### My free time

When I'm not working on design and development, you can find me out in the forest or on the beach with my little Jack Russell terrier, Chaka. Or I'm busy working on a new music track, which is where my roots are. Between 1990 and 1997, I made my living as a DJ, artist, and producer in the house and techno genres.

This came about after a trip to Ibiza in 1989 where I experienced the last Summer of Love with lots of acid house and Balearic beats. This took me out into the world a bit, and I managed to live outside London for just over a year, I've played at the legendary Rex Club in Paris and did a live gig in Zurich, among other places, but I think I'm more of a studio rat than a live artist. :)