

## About me

As a UX designer with five years of experience and a background in cognitive science, I excel in designing products that align with human behavior.

My industry experience includes automotive and fintech, both as a people manager and lead designer. I have a strong background in user research and have established good design practices through agile product development.

## Portfolio content

Case 1: Design Manager at Volvo Cars

Case 2: Design for Utopia Accelerate

Case 3: Research for the SIIC-project

Case 1: Design Manager

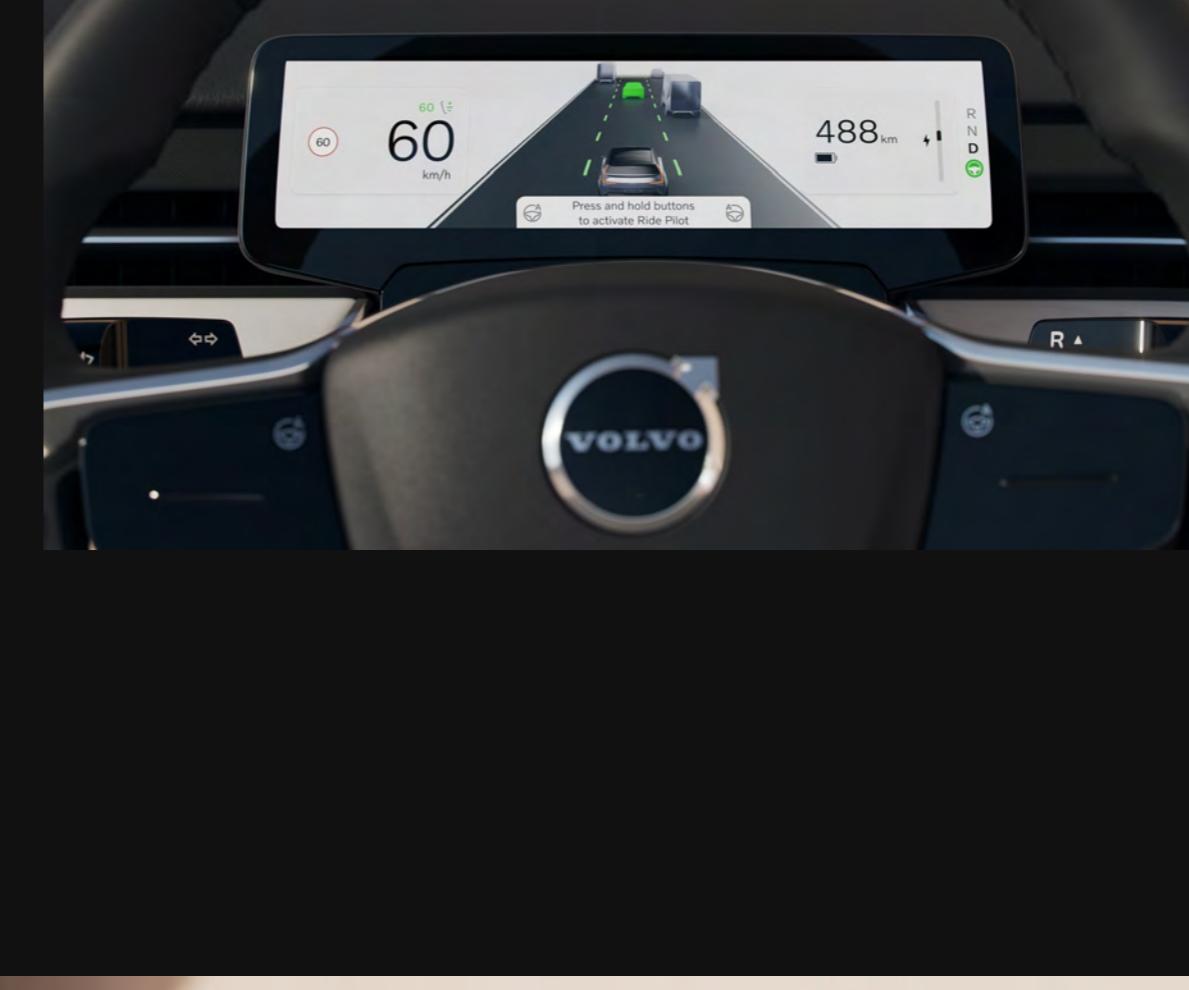
# Design Manager at Volvo Cars

Take your favorite apps for a spin

My five years at Volvo Cars were marked by my significant involvement in the development of the EX90 and Polestar 3, as well as the platforms they were built on.

In a Lead Designer role, I defined user and business value for future features and established roadmaps, and as Design Manager, I supported my teams in designing the UX and UIs for a range of systems and features.

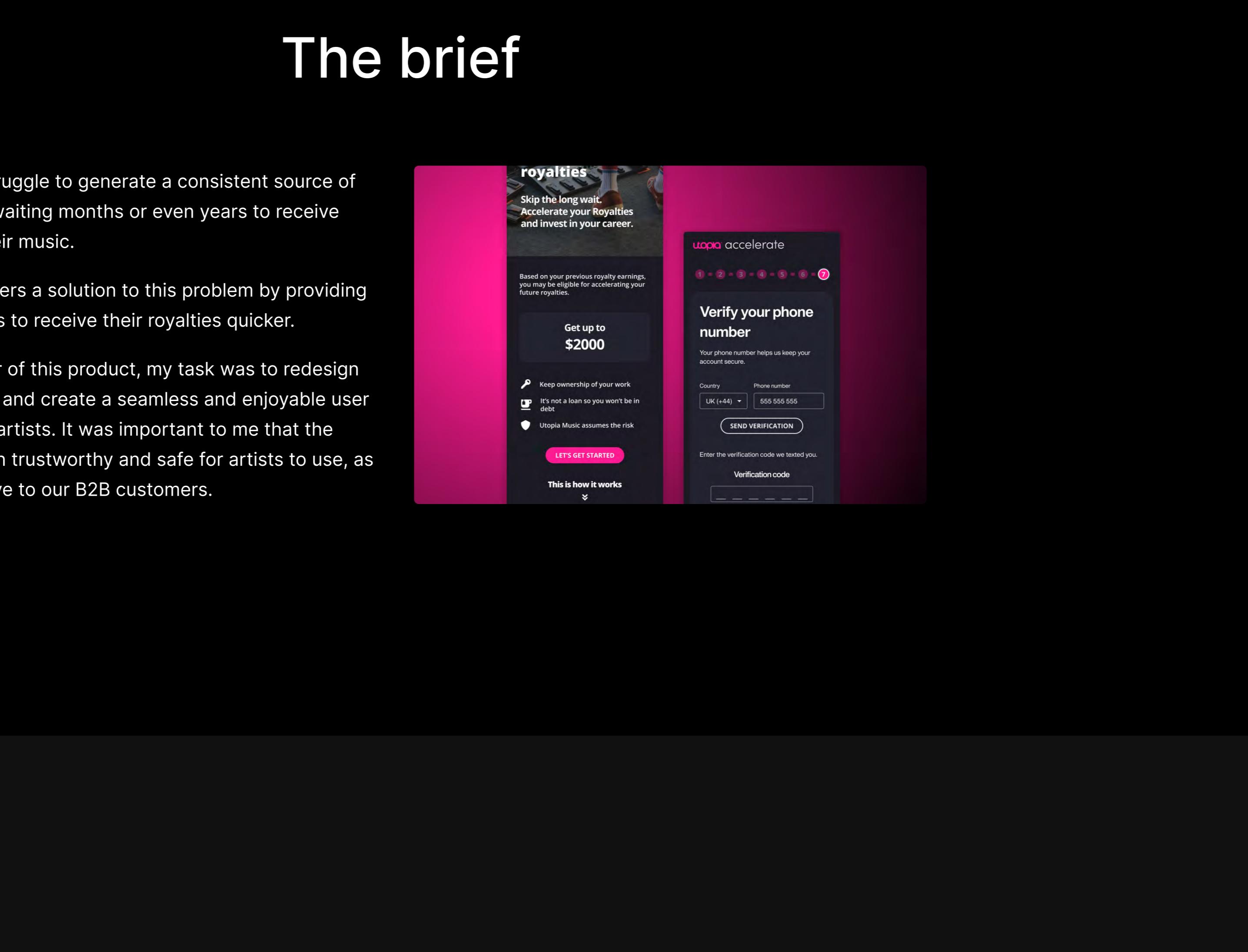
I also created design visions for the organization and implemented processes to improve our work. The EX90 and Polestar 3 reflect some of these efforts.



# Utopia Accelerate

Role:

Designer

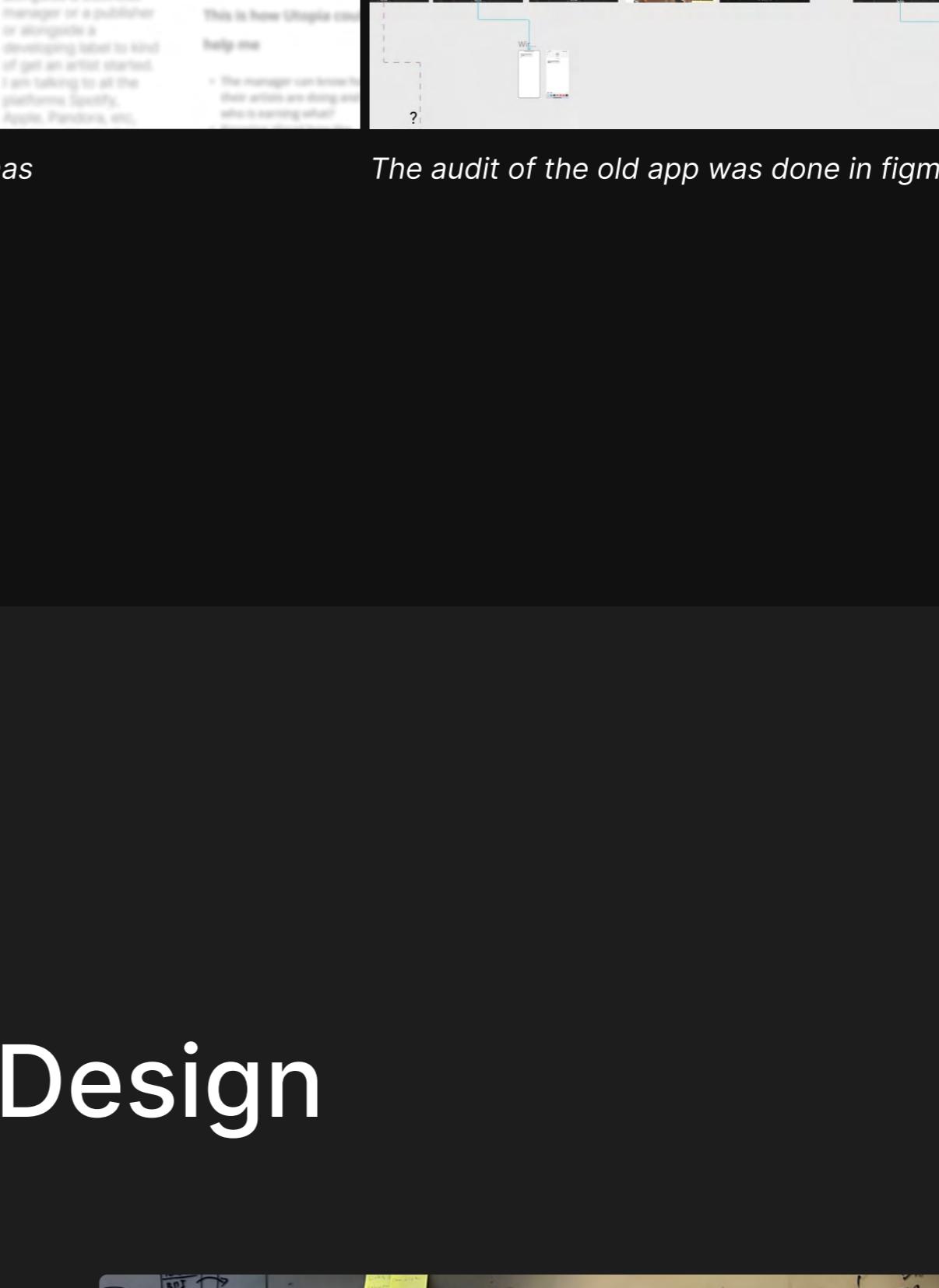


## The brief

Many artists struggle to generate a consistent source of income, often waiting months or even years to receive royalties for their music.

Our product offers a solution to this problem by providing a way for artists to receive their royalties quicker.

As the designer of this product, my task was to redesign an existing app and create a seamless and enjoyable user experience for artists. It was important to me that the product be both trustworthy and safe for artists to use, as well as attractive to our B2B customers.

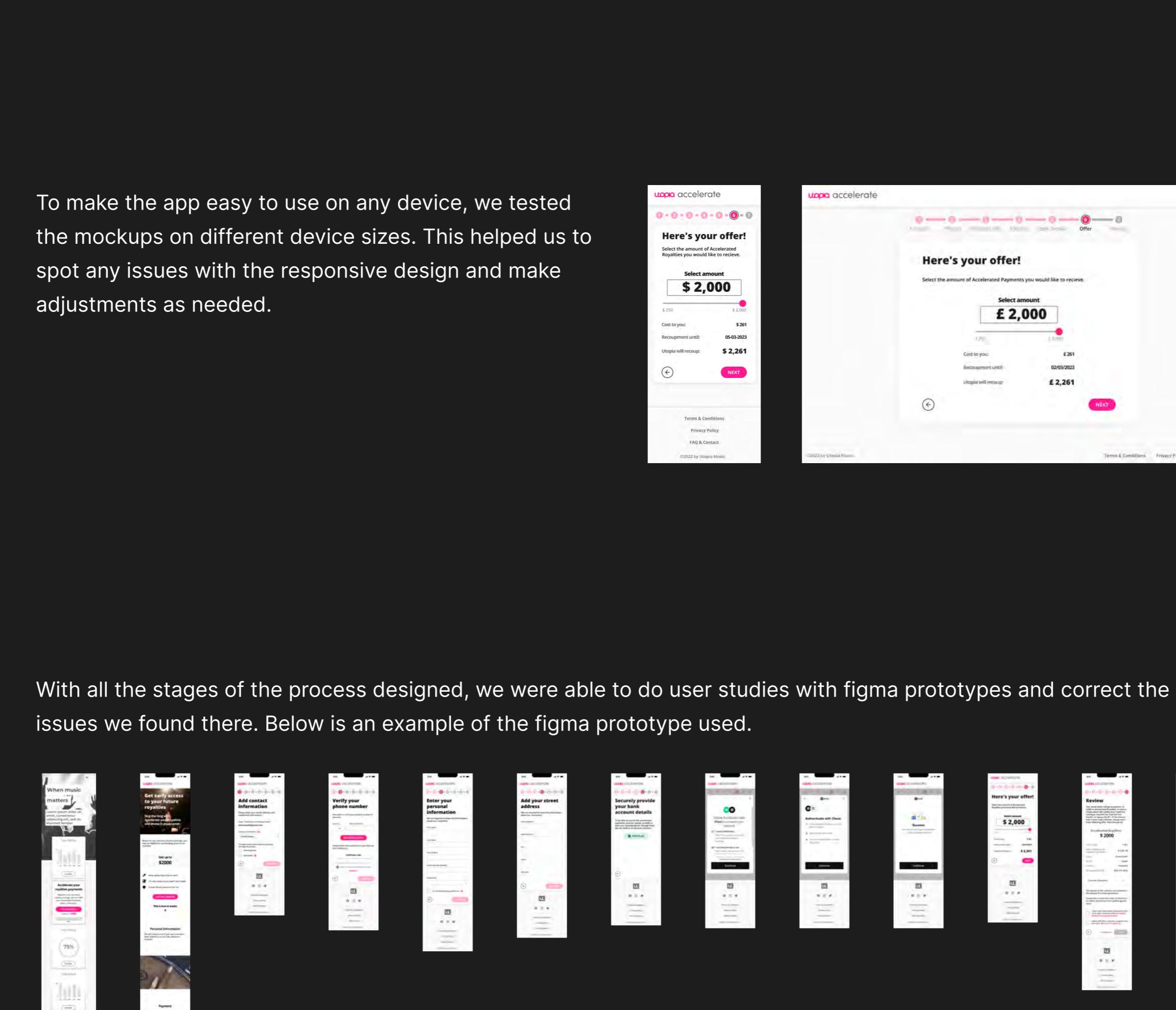


## Research

To identify our target audience, we conducted a workshop with representatives from different teams including product, engineering, customer operations, and data science.

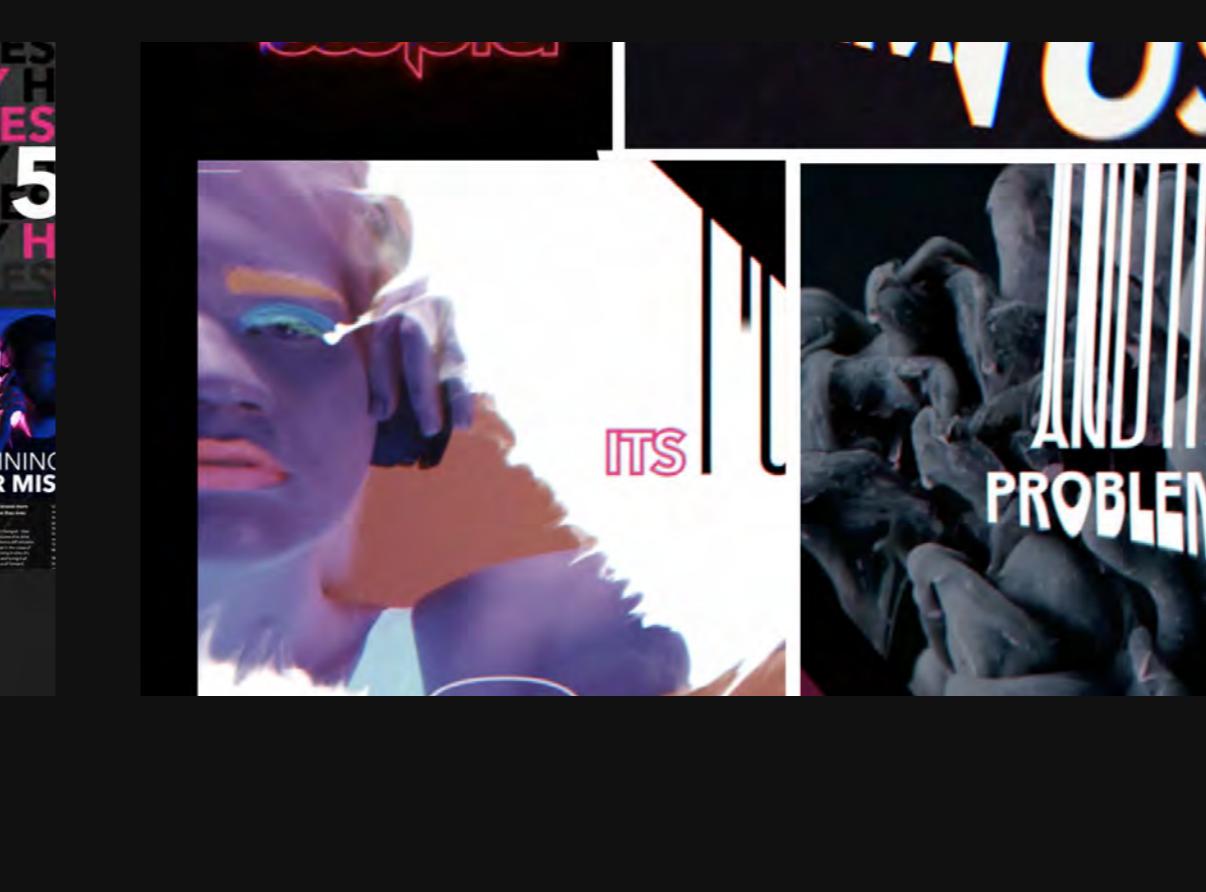
We identified five key user groups, two on the B2B partner side (developers who valued ease of use and documentation, and business owners focused on ROI) and three on the consumer side (emerging creators, established creators, and artist managers). We decided to focus on emerging and established artists for the first version of our product.

After an audit of our product, we found that our existing app had some shortcomings, such as lengthy process and requiring multiple devices and channels to complete the process.

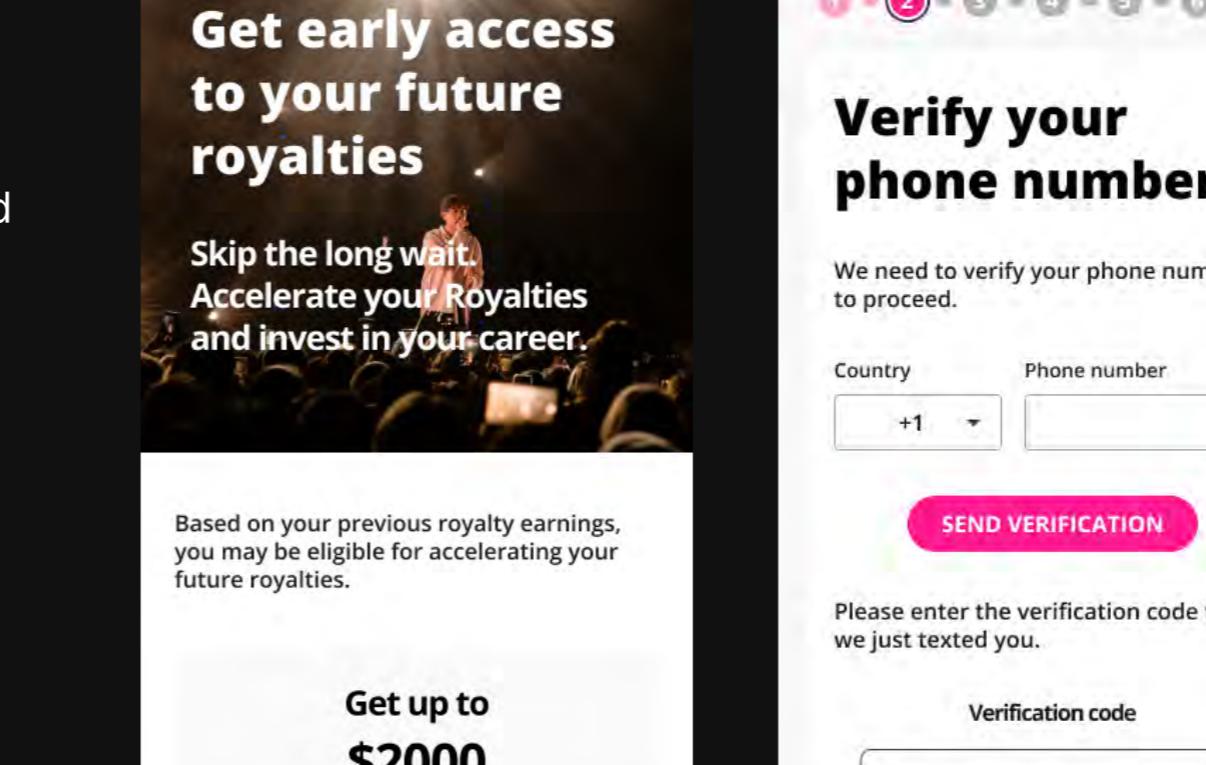


## UX Design

The redesign process began with a workshop where we took our time to map out the software architecture and decide on where we could improve the users experience through third party services.

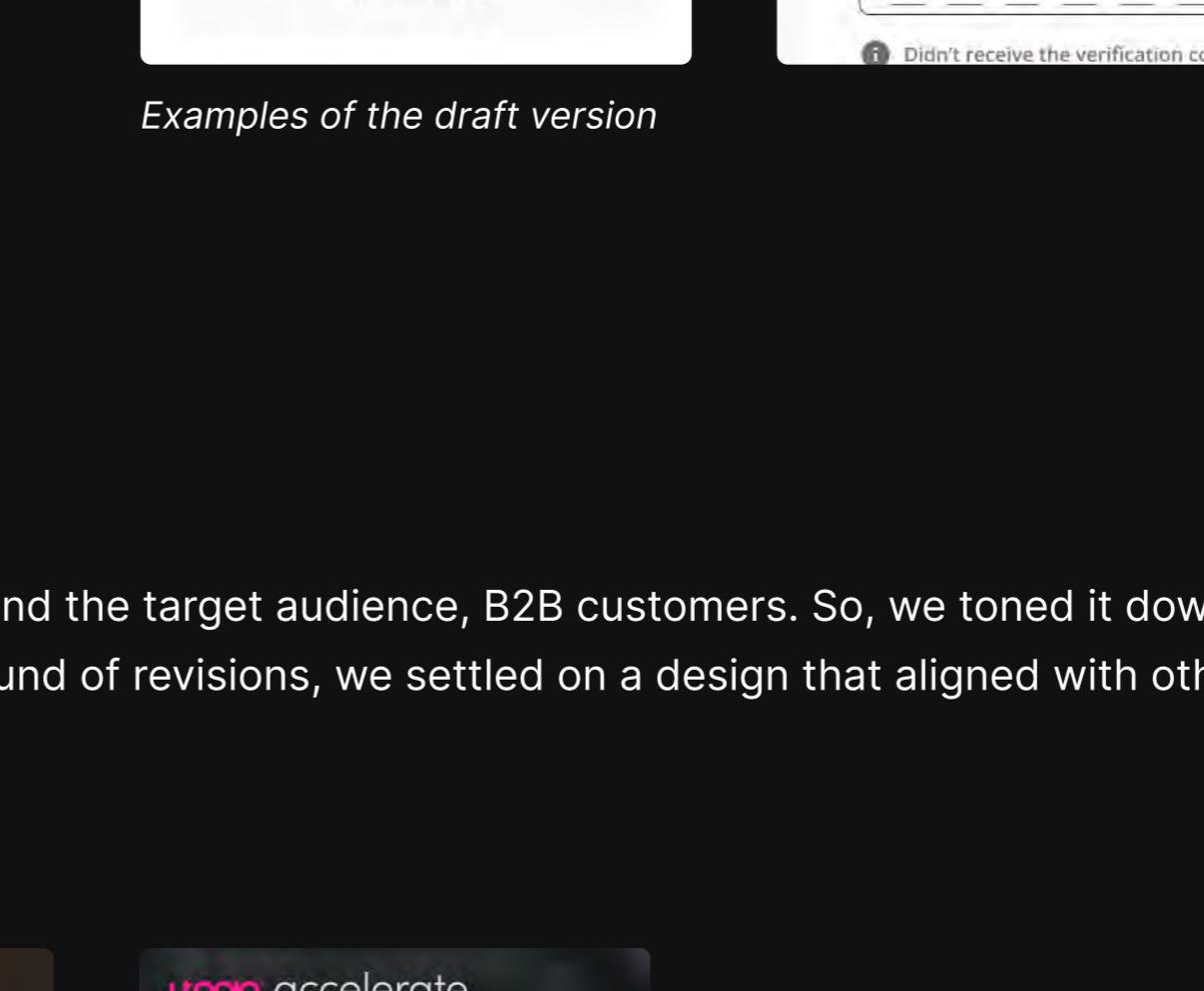


We broke down the design work into functional areas, focusing on each specific purpose of the process. By doing this, we were able to develop each area for a first draft, which gave us a good sense of how everything was coming together.



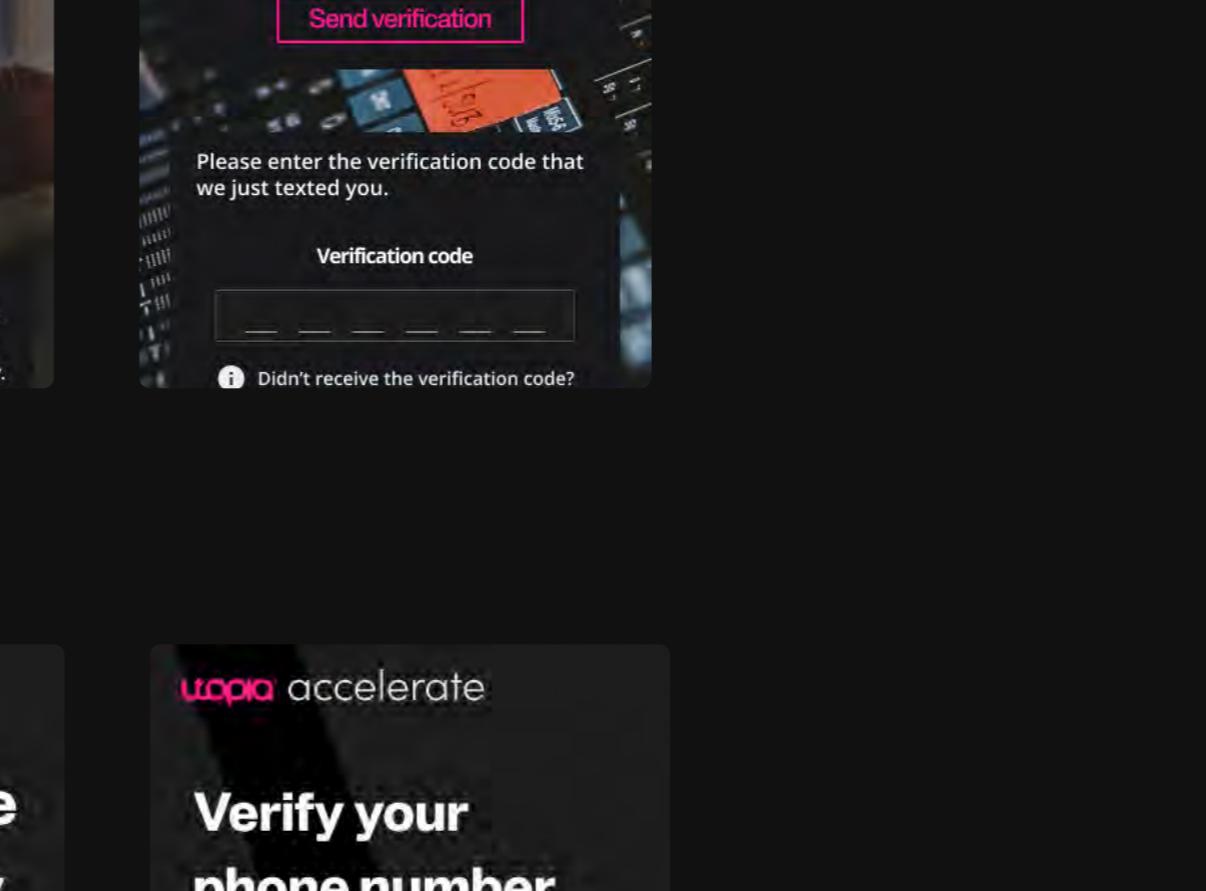
The stages of the users process

The design started with identifying the components needed for each stage and initial sketching of ideas.



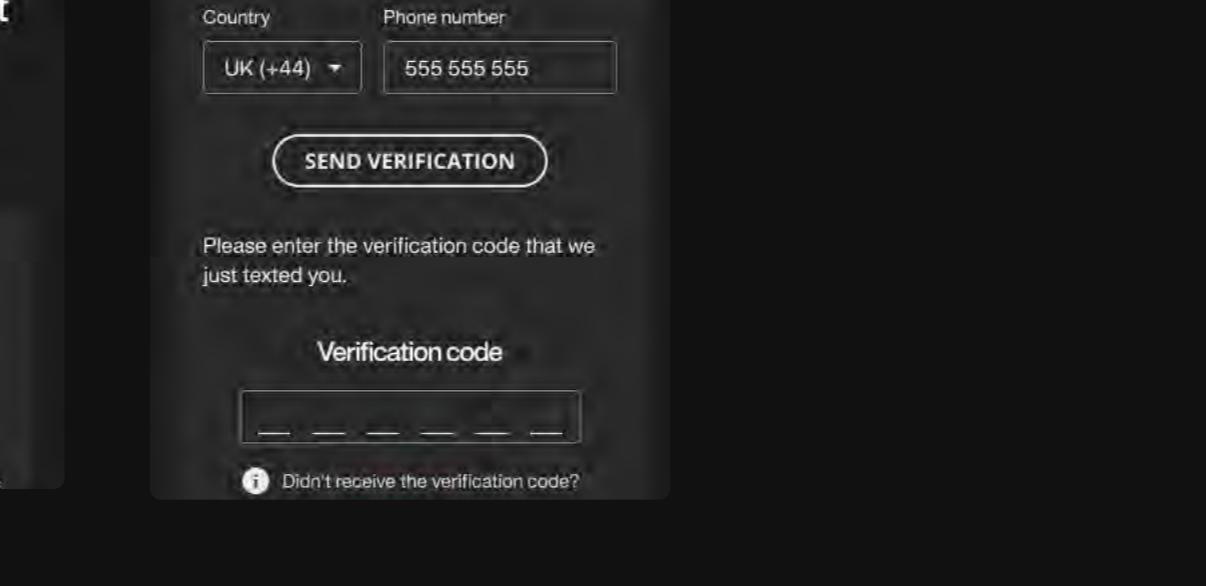
Examples of sketches of the design

We then fleshed out these ideas into mockup screens that had most of the necessary components. This helped us to visualise the app and ensure that we were on the right track.

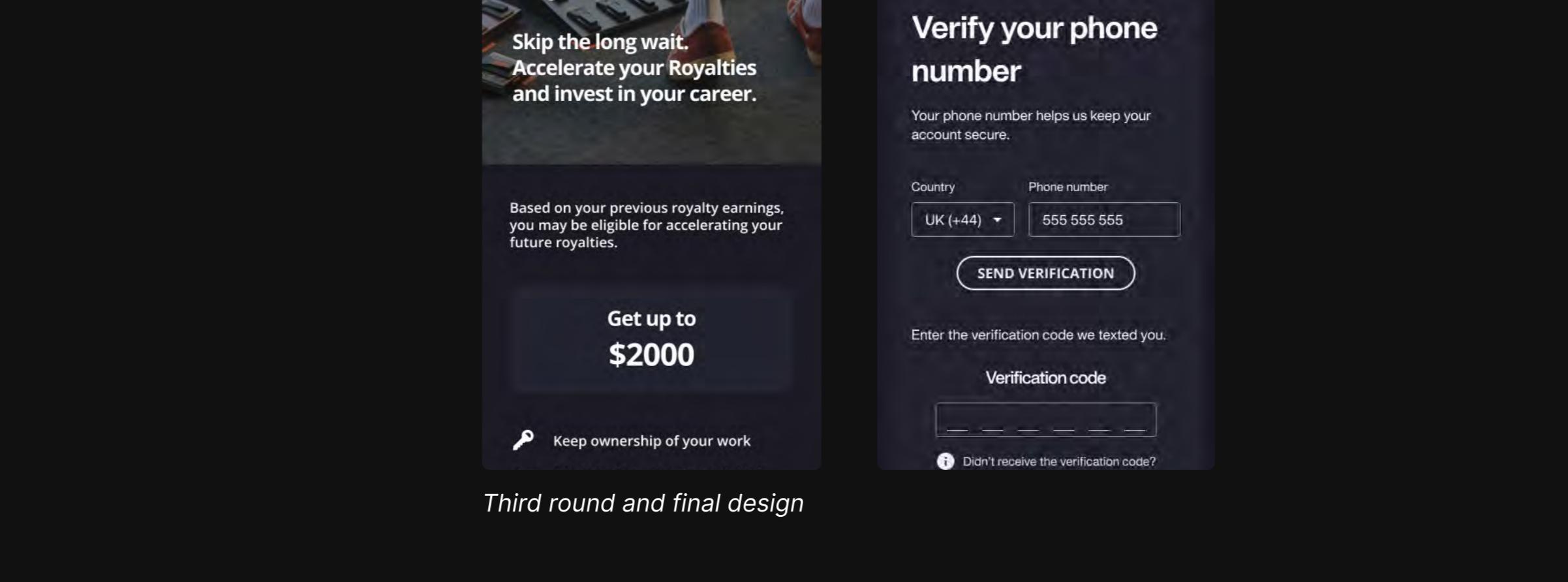


Examples of the draft of the design

To make the app easy to use on any device, we tested the mockups on different device sizes. This helped us to spot any issues with the responsive design and make adjustments as needed.

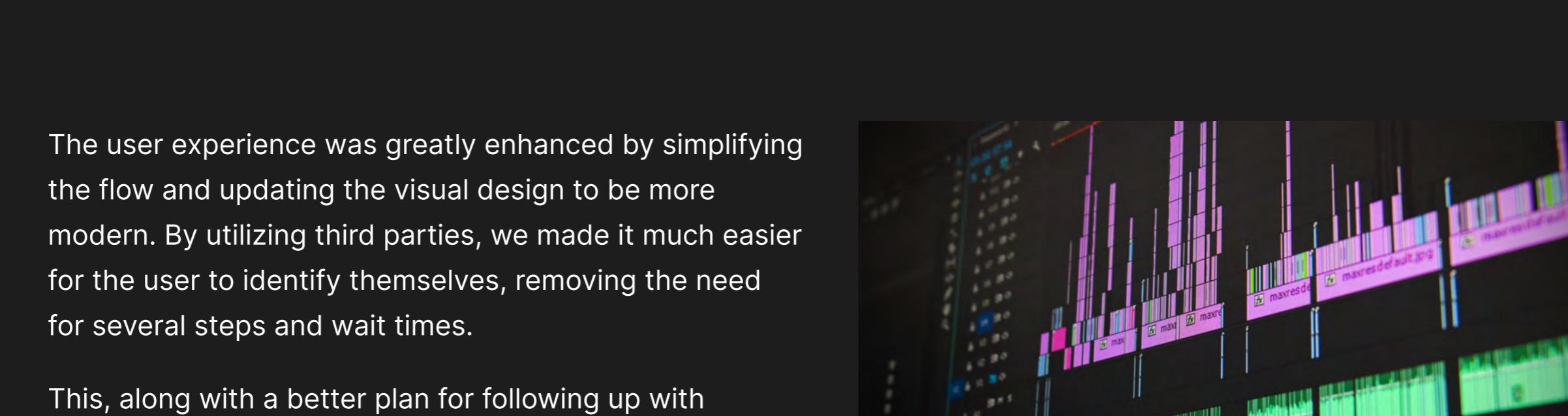


With all the stages of the process designed, we were able to do user studies with figma prototypes and correct the issues we found there. Below is an example of the figma prototype used.



## UI Design

The draft design used an old version of the design system. Half way through the draft process the company moved to a new brand design. The new brand guidelines lacked UI direction, so we explored variations to incorporate the brand within the app.



Examples from the brand book

The old design system was soft and round with heavy use of the primary brand color and no dark mode.

The new brand guidelines emphasized heavy imagery, distorted type, and hard angles.

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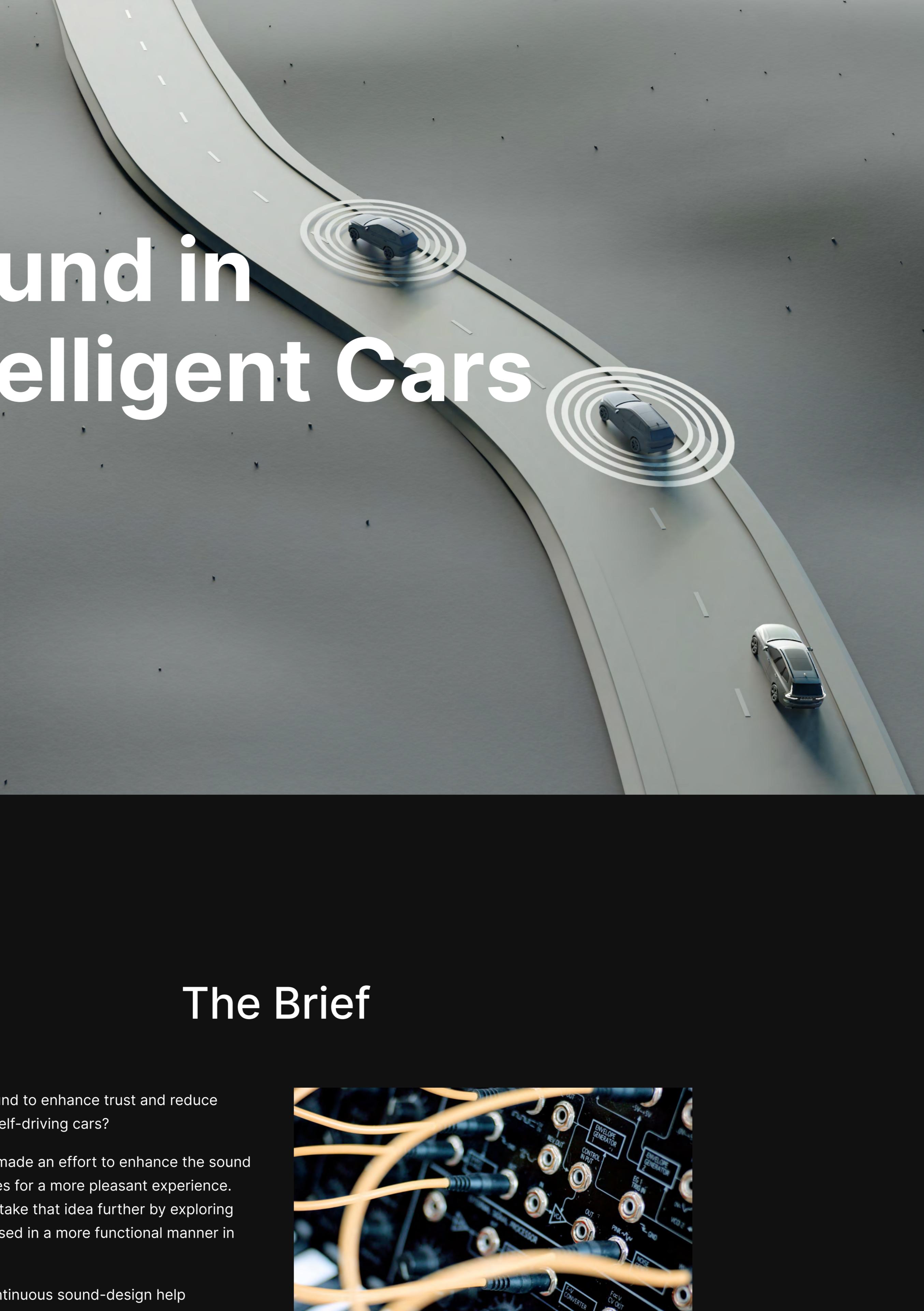
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# Sound in Intelligent Cars

## Roles:

Researcher  
Designer

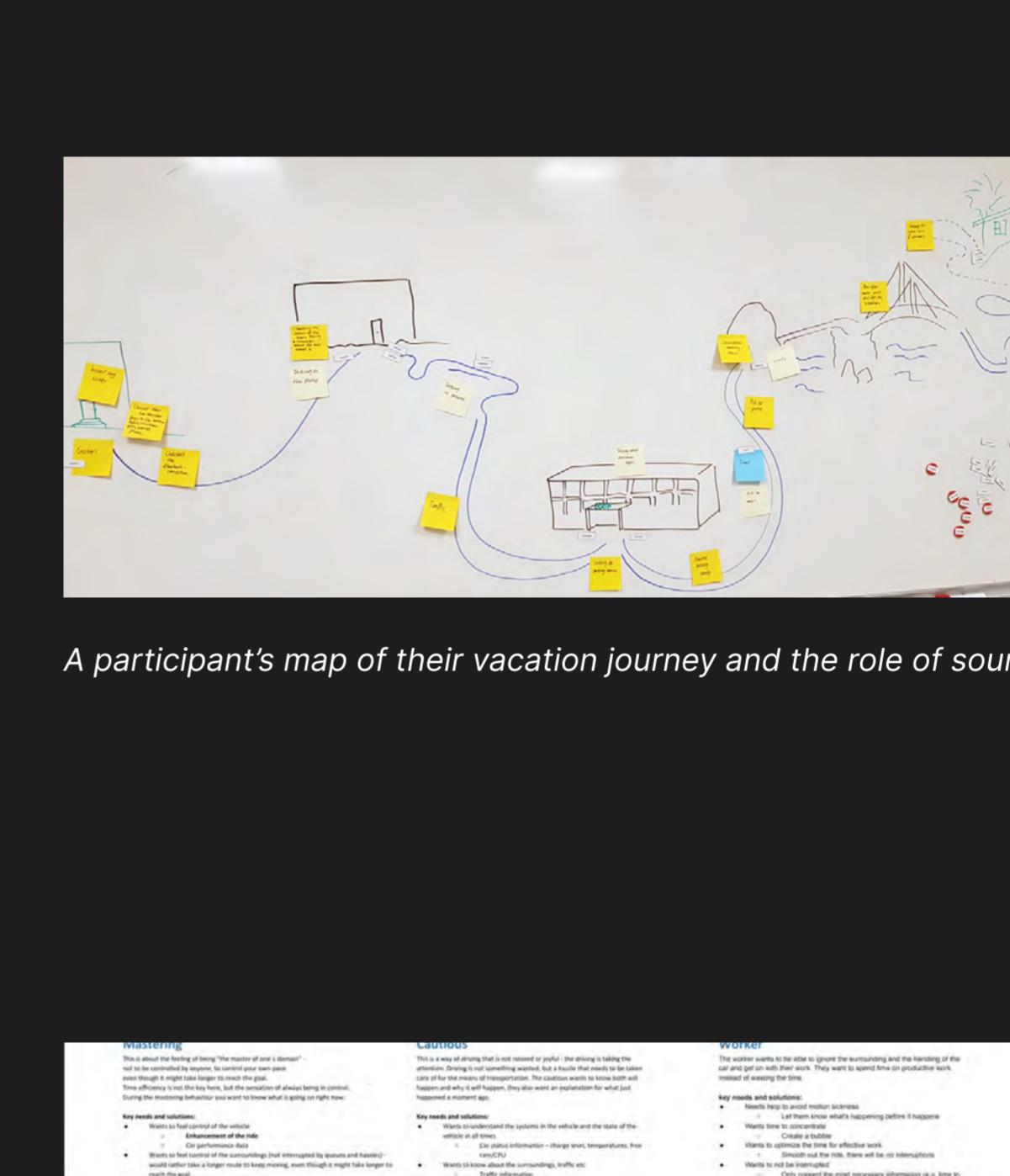


## The Brief

How can we use sound to enhance trust and reduce motion sickness in self-driving cars?

In 2015, Volvo Cars made an effort to enhance the sound design of our vehicles for a more pleasant experience. This project aims to take that idea further by exploring how sound can be used in a more functional manner in cars.

Could the use of continuous sound-design help passengers prepare for upcoming changes in direction, speed, and road conditions?



*Most sounds in cars are simple sound files played when triggered. Continuous sounds are sounds that can be continuously varied through modulation. A common example are modular synths.*

## Research

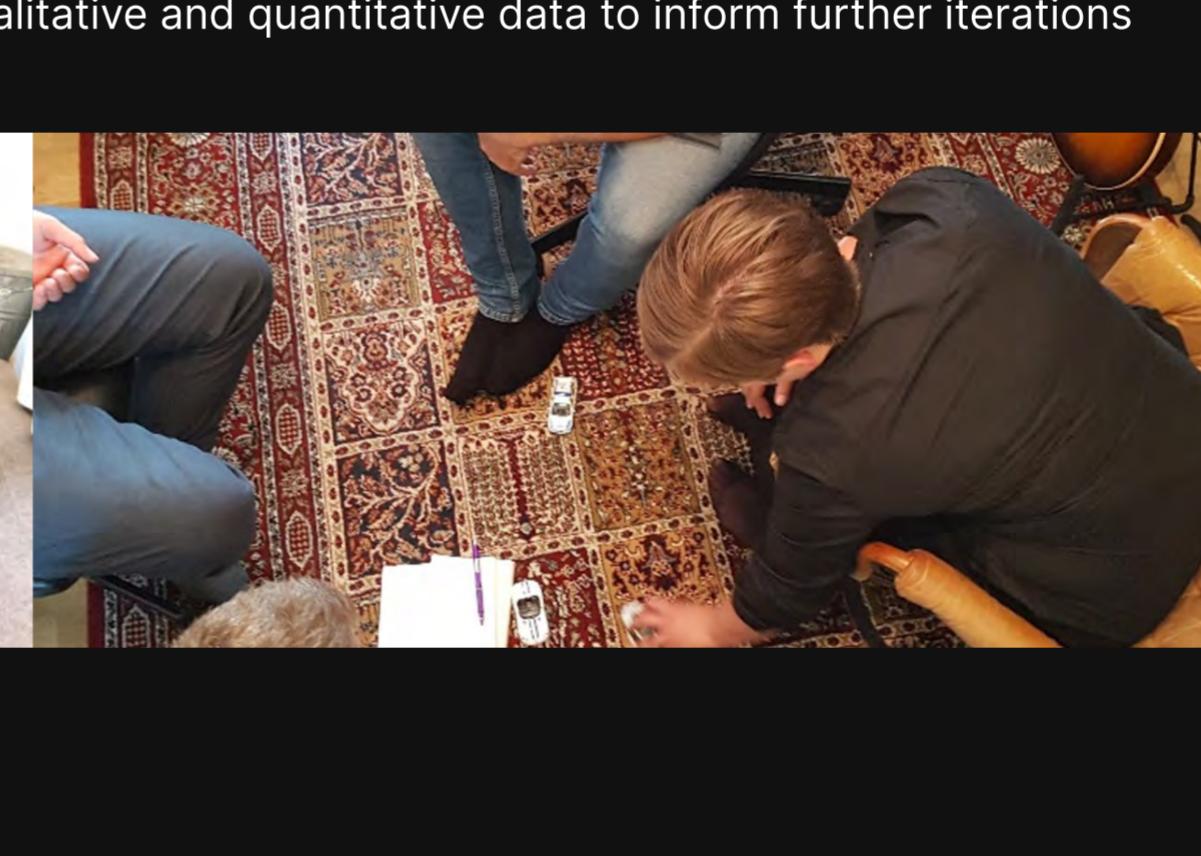
To understand the role that sound plays in users' daily commutes or memorable vacations, we conducted a series of semi-structured interviews.

By asking users to draw their own journey, we identified their needs, perceptions, and the sounds they encountered during those journeys. Through thematic mapping, we identified common themes that guided our work throughout the project.



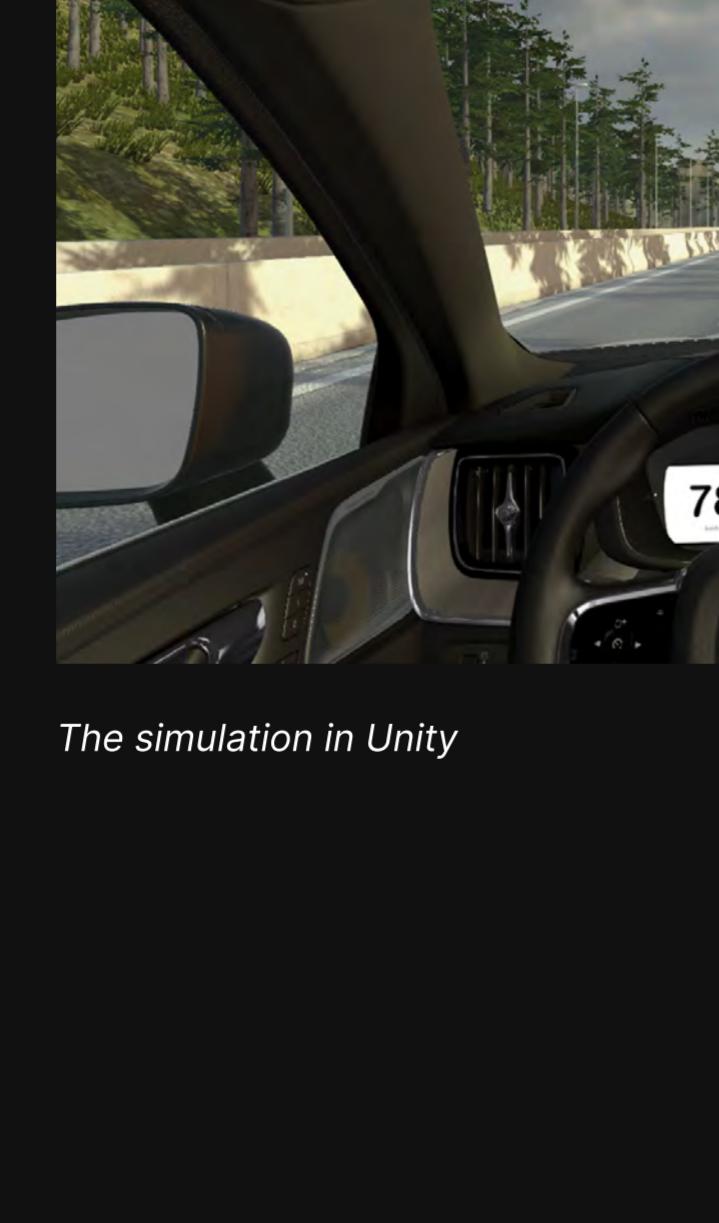
*A participant's map of their vacation journey and the role of sound*

We compiled these findings into an impact map, which allowed us to target specific user behaviors and set key performance indicators.

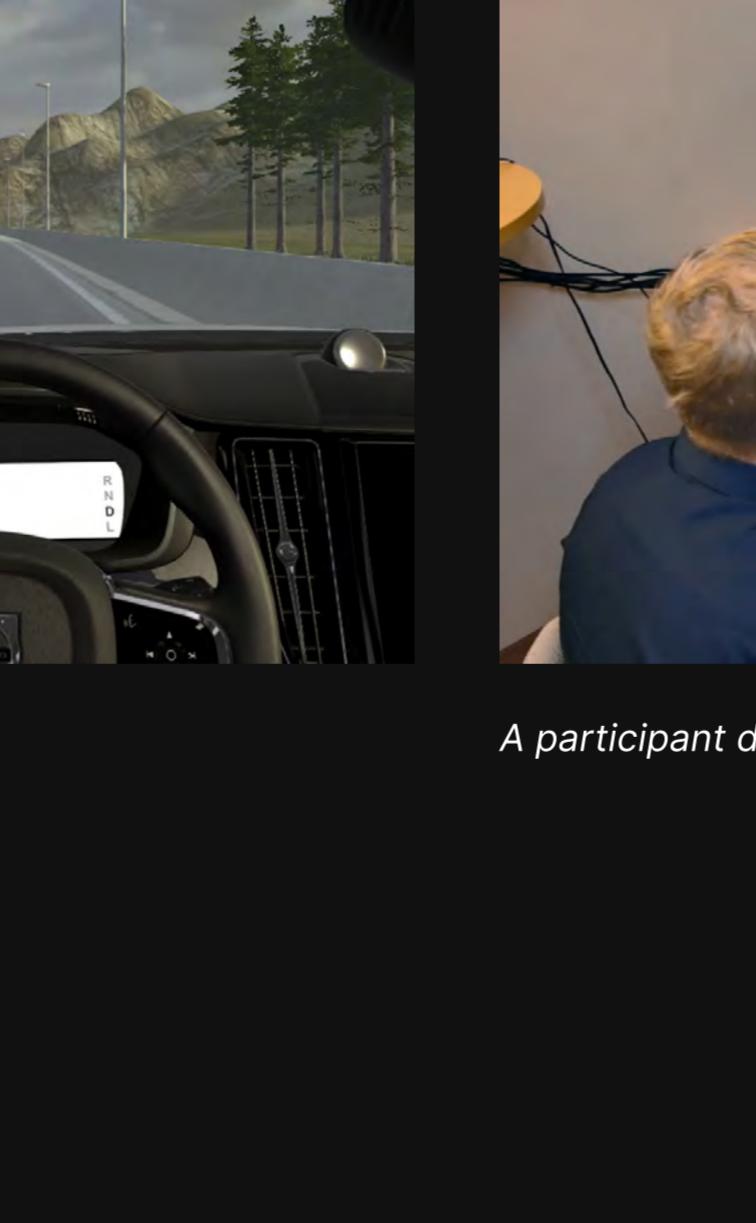


*The final impact map for the project*

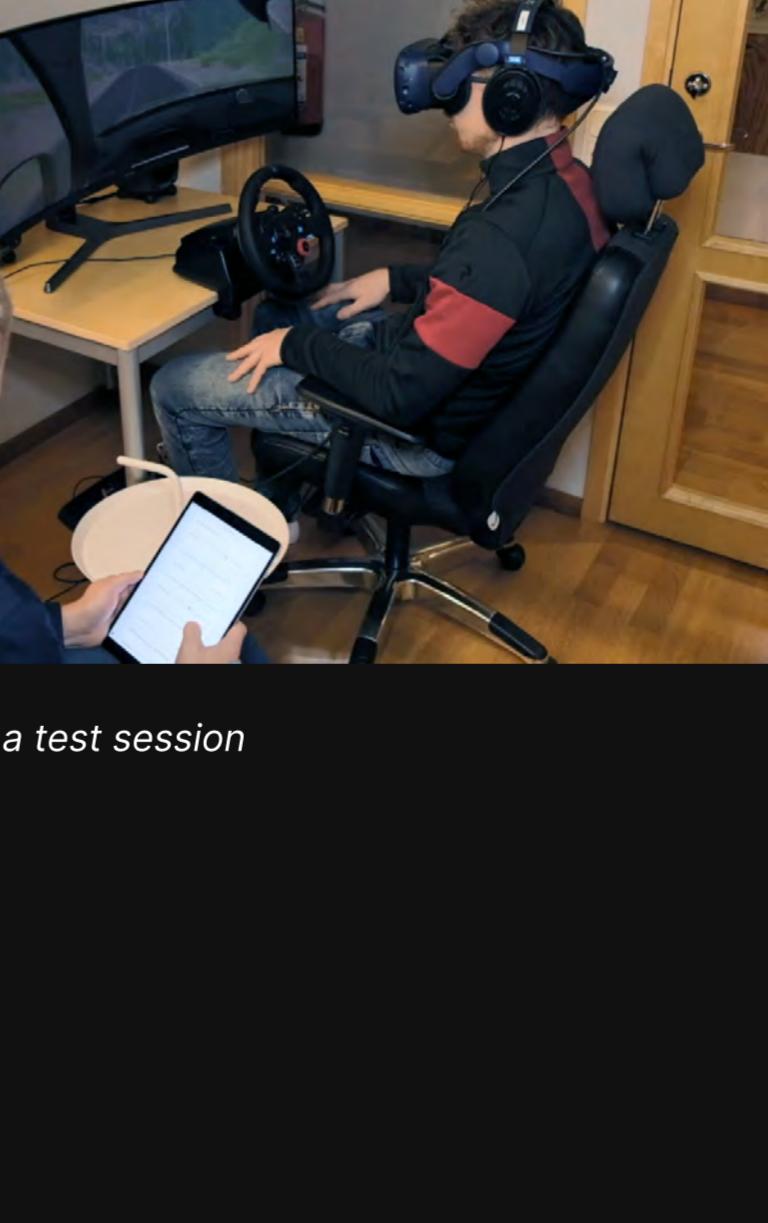
We identified three behaviors based on their frequency in the data and their relevance to our brand. To address the needs of these behaviors, we developed design directions for each of them.



*Direct and precise sounds for the mastering behaviour*



*Calm tunnel for the worker who wants to zone out*

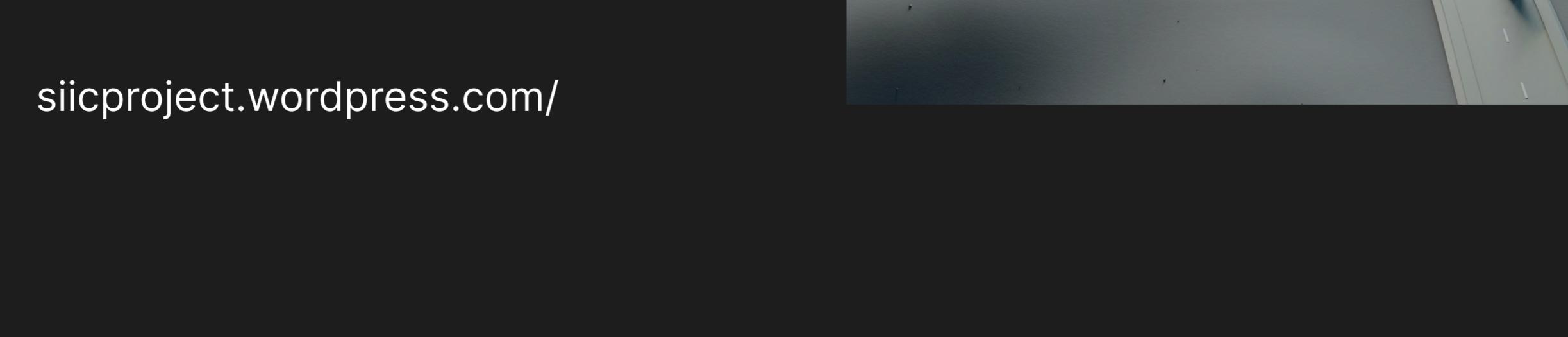


*Emergent sounds for the cautious who want to be informed without being overwhelmed*

## Design

We structured the interaction design around intentional sounds that conveyed the car's upcoming actions and perceptual sounds that indicated what the car was sensing on the road.

Low-fidelity prototyping was used to quickly determine which car signals would trigger sounds. We tested and refined the design through driving experiments, collecting both qualitative and quantitative data to inform further iterations.

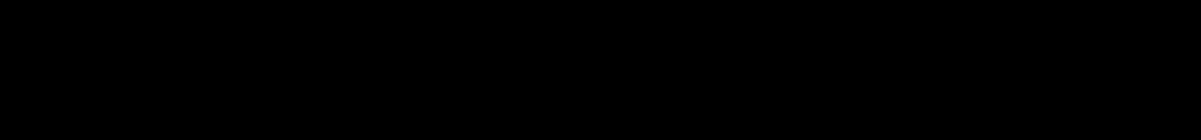
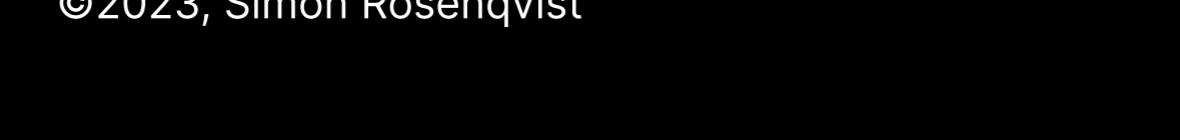


*Lo-fi prototyping session with toy cars*

*A participant during a test session*

In order to assess the design, we initially built a prototype in Unity and used VR to test the user experience. This was a convenient way to make fast revisions and gather user feedback.

When we were happy with the results we built a prototype in a car and tested on a test-track to verify the findings.



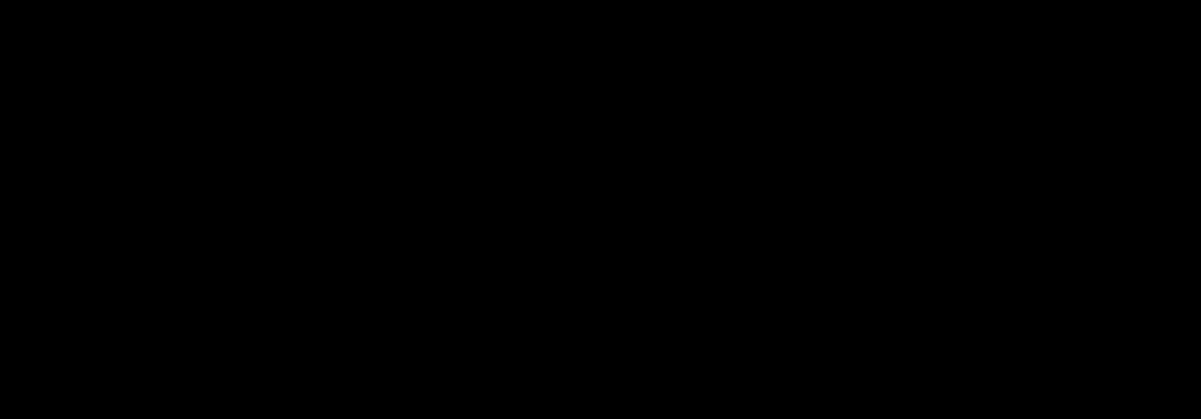
*The simulation in Unity*

*A participant during a test session*

## Outcome

We published four scientific articles on the subjects of motion sickness, trust in autonomous driving, and virtual reality study methodology as a result of our research. These discoveries have also informed the introduction of new technologies at Volvo Cars to increase trust and minimize motion sickness.

[siicproject.wordpress.com/](http://siicproject.wordpress.com/)



## Get in touch

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