

# Résumé



## Daniel Persson Product Designer

To create really good digital products, I believe it's important to integrate human-centered design thinking throughout, from a strategic level down to specific interactions.

Some other principles I believe are key to succeed with a product are:

- Involvement and careful listening to the people we are designing for to find out how we can create value for them.
- Efficient experimentation—how can we test our assumptions with the least amount of investment?
- Continuous collaboration between tech, business, research, and design to make sure that our solutions cater to the business, the people it's intended for, and that it's plausible to build and maintain in a stable and secure way.

I have close to ten years of experience working with digital products and visual communication for companies and organizations like TV4, Google, Cisco, Swedish Red Cross and Spotify.

### INDUSTRY EXPERIENCE

- Media
- Culture
- Education
- Charity
- Health
- Tech

### AREAS OF EXPERTISE

- UX/UI design
- Prototyping
- Visual design & typography
- User interviews & usability testing
- Workshop facilitation

### TOOLS

- Figma
- Adobe CC
- Framer X
- Sketch
- HTML/CSS

### EXPERIENCE

- 2018 Zington
- 2016–2018 Ocean
- 2016 Äventyret (freelance)
- 2015–2016 Le Bureau
- 2015 Spotify (freelance)
- 2014–2016 Obscura Digital (freelance)
- 2014–2015 Learnways (freelance)
- 2014–2016 Ritator (freelance)
- 2010–2017 Freelance design practice

### EDUCATION

- 2019 Design Sprint Masterclass
- 2011–2014 BFA in Graphic Design & Illustration
- 2008–2011 Preparatory Studies in Fine Art
- 2005–2008 IT Graphic Design

### LANGUAGES

- Swedish (native)
- English (fluent)

**SELECTED ASSIGNMENTS****2019–2020****TV4**

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**INDUSTRY:** Media**ROLE:** User Experience Designer**ASSIGNMENT:** Improve streaming services TV4 Play and C More.**METHODS:** Wireframing · User flows · UI design · Prototyping · Workshop facilitation · User interviews · Usability testing**CLIENT VALUE:** Attract new target users with improved TV channels in C More. · All new app for Android TV. Two months after release the average rating for C More in Google Play went up from 3 to 4.2 out of 5. · Retain customers longer through better content discoverability, personalization, and safe and fun experience for kids.**2018–2019****BECKERS & ALCRO (TIKKURILA)**

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**INDUSTRY:** Paint**ROLE:** Product Designer**ASSIGNMENT:** Create a digital platform for retailers**METHODS:** Impact mapping · Journey mapping · Workshop facilitation · Wireframing · UI design · Prototyping**CLIENT VALUE:** A stronger relationship with retailers.**2015****SPOTIFY**

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**INDUSTRY:** Media/Tech**ROLE:** Visual Designer**ASSIGNMENT:** Improve discoverability and accessibility of music and establish a stronger connection between Spotify playlists and the Spotify brand.**METHODS:** Explore visual directions · Visual design for playlists**CLIENT VALUE:** A stronger connection between the brand and the value that users get from Spotify playlists.