



I am very outgoing, love when a lot of things are happening, and when I get to work in a tight team with a lot of collaboration. To work in a team where all kinds of people have the opportunity to grow and innovate together with the user needs in absolute focus would suit me perfectly!

Work Experience

Product Manager, Fulltime, JUN 2025 - NOW

SEB Pension & Försäkring, Solna, Stockholm

With my background, I can't be anything but a customer-centric Product Manager and that is also what I want to be. I aim to drive my team into an empowered product team that truly solves customer problems, a team that is data-driven and that makes decisions based on that data.

I love to work in this team where we together with business and tech find the best and most profitable solution for everyone.

In this role, I learn a lot about balancing different opinions and arguing for the sake of either side of the discussion. I am also learning to be open and change opinions when we learn more about either the tech-, business- or customer side of things. I am rapidly learning how to deliver more efficiently and how to follow up and be accountable for the solutions that we build. It truly is as I imagined, a spider in a web of a big organization where you need to know a little about a lot.

Product Developer, Fulltime, NOV 2024 - MAY 2025

SEB Pension & Försäkring, Solna, Stockholm

After working as a CX lead and generalist for a few years I wanted to develop and learn more things in the agile product development process. I had gotten a taste for working with more strategic questions and problem-solving with business, tech as well as the user in mind.

In this role, I took on a lot of the Product Management tasks in both the team that built the onboarding solutions for self-service as well as internal tools for users at SEB.

But to be honest. I saw this role as a stepping stone to becoming a Product Manager, which indeed this role later transformed into.

CX Generalist and CX-lead, Fulltime, NOV 2022 – NOV 2024

SEB Pension & Försäkring, Solna, Stockholm

When I was working with CX and with pension and insurance I thrived on making complex matters more understandable and user-friendly both for private as well as corporate customers. This is done through great customer knowledge and a lot of face-to-face time with the users.

In my role as CX-lead I worked with streamlining the way of working in the CX-team as well as questioning old ways of doing things. Part of my job as lead was also to visualize and communicate the holistic corporate customer journey to the organization. I did this by compiling and creating a hub for research and including important stakeholders to make sure that this journey is used throughout our product development process. By doing this I am convinced that SEB can work more proactively and truly have the customer's needs in focus from idea to finished product.

Working in a large company like SEB taught me a lot about corporate culture and how to work together with many different departments at the same time. It has also taught me how to balance strict regulations, laws, and bank language while still being innovative, user-friendly, and thinking fresh.

UX Specialist, Fulltime, DEC 2019 – NOV 2022

Trivec, Nacka, Stockholm

I was Trivec's first UX designer in a team of product managers and a lot of work was spent building up a UX way of working when it comes to developing products and adapting processes into an agile work structure. I also had to cement and prove the meaning of UX. Its importance was proven by the highly increased Usability Scores as well as hearing sales pitches changing throughout the company. I was in charge of the UI and worked closely together with developers to incorporate a new look and feel.

During my time at Trivec I was also nominated for the Verdane talent award for my innovative skills, my fruitful research as well as my way of visualizing the problem to help the team find the right solutions.

MASTER THESIS

Fulltime, JAN 2019 – JUNE 2019 Volvo Cars HQ, Torslanda, Gothenburg

I worked to enhance the user experience with the help of auditory feedback in second level autonomous cars. I learned how it is working on a big company in an agile way as well as to design sound and evaluate concepts with different methods. To this day I get contacted to talk about the results from this research.

Education

INDUSTRIAL DESIGN ENGINEER

Fulltime, 2013 – 2019 Chalmers Technical University, Gothenburg, Sweden

M. Sc. with a focus on UX and a focus on user centered design. I did projects with Västra Götalandsregionen, Volvo Cars, Västtrafik among others during my studies.

Other experiences

GRAPHIC DESIGN

Continuously throughout my studies and some during my career

I have always had a big interest in graphic design and this has led me to design the logos of restaurants, one investment company etc. I have also done web design as well as designing printed material for different companies throughout the years.

And much more...

A couple of summers as a customer service representative and receptionist at a bank, head waitressing in multiple high and low-end restaurants, bartending in Australia, modeling for ICA, working as a photographer for Frebaco and the food fair in Stockholm, and much more lay in my work history. Give me a call and we can have a walk down memory lane.

Skills

- ✓ Product Management
- ✓ CX design
- ✓ UX design
- ✓ Agile product development
- ✓ User Research
- ✓ Usability
- ✓ UI design
- ✓ Physical and Cognitive ergonomics
- ✓ Sustainability Design
- ✓ Design Sprint

Toolbox

- ✓ Figma
- ✓ Adobe Analytics
- ✓ Jira
- ✓ Confluence
- ✓ InDesign
- ✓ Photoshop
- ✓ Illustrator
- ✓ Premiere & After Effects
- ✓ Miro



Contact

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