



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

CX Generalist and CX-lead, Fulltime, NOV 2022 – NOW
SEB Pension & Försäkring, Solna, Stockholm

At SEB I am working with pension and insurance to make it understandable and user-friendly both for private as well as corporate customers. Pension and insurance may feel difficult and scary for a lot of users and we thrive on making it less complex. 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 am working to streamline the way of working in the CX-team as well as questioning old ways of doing things. Part of my job as lead is 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 is teaching 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.

TECHNICAL PREPARATORY YEAR

Fulltime, 2012 – 2013 Chalmers Technical University, Gothenburg, Sweden

Did a preparatory year because my high school was within social science and I wanted to become an engineer.

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 so 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

- ✓ 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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Find my portfolio at annatengroth.se

