



# RESUME

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Designer, Manager and UX Director  
Born 1980

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## POSITIONS

### **MATCHi AB**

2022 - Present

*Design Manager (Brand & Product design)*

Responsible for the design team at MATCHi. Leading designers cross the organisation with different types of roles including Art Directors, Digital Designers, Product Designers and UX Designers. Stakeholder in brand and product activities and driver of all design related topics and initiatives at MATCHi. Ensuring team deliveries, processes and activities related to the design work.

### **STENDAHLS REKLAMBYRÅ**

2017 - 2022

*Competence Lead UX, UX Director & Digital Designer*

Competence lead for the UX team at Stendahls. Ensuring that Stendahls has the right talents for the different types of clients and projects in the house. Also working as a User Experience Director and Digital Designer with large scale web projects. Leading the UX work and strategies, designing visuals, empowering the customers by setting design strategies, gather insights, governing the design process, prototyping solutions and making the final design decisions by testing off with users. Doing both strategic work as well as pixel deliverables.

## **OPERA SOFTWARE**

2016 – 2017

### *Senior UX Designer*

Senior designer working with the mobile browser Opera for Android. Participating in all design steps from research to visual design. Focusing on innovating the mobile browser experience for more than 10 million daily users.

## **BARIUM AB**

2012 – 2016

### *Design Manager*

Design Manager at Barium AB, a company well known for the innovative Barium Live product that allows organisations create process driven applications in the cloud. My main responsibilities was to lead the design team and work with the overall design and UX approach for the Barium Live cloud service and the company visual identity and digital design approach.

As a Design Manager I contributed in the product planning team as a stakeholder. I was also responsible for initiating design and product development tasks like performing user testing and research, creating flowcharts and wireframes, creating visual mock-ups and prototypes. At Barium I got a wide experience in working with agile development and multiple teams including UX-designers, testers and developers.

## **ALGORYX SIMULATION AB**

2009 – 2012

### *Design & Product Development, Communication Manager*

In-house Designer & Product Developer at Algoryx, a company specialized in physic simulation technologies for both educational as well as industrial use. In my role at Algoryx I was responsible for all visual design, interaction design, GUI design, and usability and UX design. But also, as a Communication manager, tons of graphical design for web and print, folders and brochures, Mac App Store branding, video production, and lots of other tasks.

At Algoryx the main development and shipping of the product was based on agile development and primarily the Scrum methodology. In my role as designer I complemented this with a workflow that included pre-studies, research, ideation, concept evaluation, prototyping/visualisation and verification.

# EDUCATION

## UMEÅ INSTITUTE OF DESIGN

2012

*Workshop week: Prototyping the Future*

Participated in the workshop "Philosophy of Design" discussing the roles and relations in the society in-between designers, artefacts/products and the environment/world.

## CHALMERS UNIVERSITY OF TECHNOLOGY

2005 – 2009

*B. Sc. Design and Product Development Engineering*

Specialization in the design process, user orientation within product development and sustainable development. Also focusing on different design methods, mechanical engineering, 3D CAD, construction and graphical design.

## KRISTIANSTAD UNIVERSITY

2009

*Graphical Design*

Courses in logotype design, graphical profiles, layout, illustrations, posters, etc.

## HDK SCHOOL OF DESIGN AND CRAFTS

2006

*Workshop courses – Design for Sustainable Development*

Processes and methods for sustainable development within product design and product development.

# UNIVERSITY OF GOTHENBURG

2002 – 2004

## *Media and communication science*

Media and communication science. Level A, B and C. Theories about communication, media and the society. Courses in communication strategies, PR, communication within organisations, empirical methods for quantitative and qualitative studies, etc.

# SKILLS & TOOLS

## SKILLS

Most of the things related to team management, design and UX. Leadership training, Team development, Design processes, Design strategies, Design management, Stakeholder Management, Design Systems, Product Design, Service Design, UX Design, Interaction Design, Webdesign, App Design, Material Design, Usability, Research, Usability Testing, GUI/Visual Design, Graphical Design, Communication, PR.

## DESIGN & SOFTWARE

The tools needed for the job to be done. Mostly design tools like Figma, Sketch, Miro, Mural, Illustrator, Photoshop, InDesign, Zeplin, InVision, Flinto, etc.

Sometimes development tools like Dreamweaver, Textwrangler, Xcode, Sublime, Visual Studio. Other softwares I also have been using Premiere, ProE/Creo, Office, Google Docs, Algodoo 2D Physics, Final Cut, iMovie and so on.

## WEB

SEO, data analytics, benchmarking, trends, best-practices. But also skills in Html and CSS. Content management like Sitecore, Drupal, MediaWiki, Wordpress and other internal systems.