



# Mikael Wiberg

Senior UX Designer and Strategist

## Education

**M.Sc Industrial Design / Chalmers**

2016

UX Design · Usability · Digital Services · Branding · Prototyping · User Research

**B.Sc. Product Design / Chalmers**

2014

User Centered Design and Research · Client Projects · Engineering Knowledge

## Skills

UX Design · User Flows · Wireframes · User Research and Testing · Agile · Workshops · Communication · Figma · Data analysis · WCAG · Creative Cloud · Principle · UX Strategy · Design Systems · Apple Human Interface Guidelines · Material Design

## Contact

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## Experience

**Senior UX Designer / SEBx**

Mobile apps · Strategy · Research · Feb 2022 – Present

I built a user-centered design culture by setting up new metrics and research processes, and by building out a scalable design system.

- I've lead user research, wireframing and design of multiple major features released in the app.
- I have taken on a strategic design role by working on future concepts from both a design and business point of view.
- I developed a new app structure, sitemap and navigation patterns across both iOS and Android.

**Lead UX and Service Designer / Volvo Group**

Mobile apps · Web · Pilots · Jun 2018 – Jan 2022

I brought the customer's voice to the design of Volvo Group's emerging digital services. I researched challenges customers face, then applied design thinking to realize new solutions.

- I frequently conducted user studies and led design workshops to mature the internal understanding of Volvo's customers.
- I was the UX and service design lead for solutions accelerating the shift towards sustainable electric vehicles and digital tools streamlining construction logistics.

**International Leadership Program / Volvo Group**

Leadership · Innovation · Research · 2018 – 2019

I relocated to work alongside teams in Tokyo, Gothenburg and San Francisco to boost Volvo's design culture globally during this leadership development program and led UX and Service design during the setup of two innovation hubs.

**Interaction Designer / Volvo Group**

Embedded · UX Design · JavaScript · 2017 – 2018

I designed and developed (in QML/JS) truck interfaces, including phone, media and other truck specific functionality as well as coordinated and facilitated efforts between design and engineering.