

SUMMARY Design leader and strategist with a passion for developing innovative new products and services. Delivers success at the portfolio and product level, meeting the tactical needs of today while planning for the growth of tomorrow.

EXPERIENCE **Creative Director, Converged Experiences, Motorola** *Chicago, USA, 2010.10-present*

Principal Experience Planner, Motorola *Chicago, USA, 2008.01-2010-09*

Senior Product Planner, Motorola *Chicago, USA, 2007.01-2008.01*

- Currently: design leader in new Converged Experiences business unit, a merger of the Mobile and Home divisions focused on mobile computing and tv/video.
- Previously: led design and experience planning for Motorola Webtop - the worlds first phone driven computing experience - pioneering a new paradigm and a new product line. Critical to revamping a credible leadership position for Motorola. Promoted internally as an agile model for how to develop new products. Won Best Smartphone at CES 2011.
- Other notable projects include: MediaLink 1.0, Droid Pro, various vision projects, portfolio hypotheses and global research projects. Typically working in tight collaboration with product management, marketing, engineering, design and research.

Senior Design Strategist, Yahoo! *Sunnyvale, California, USA, 2005.06-2007.01*

- Co-defined first successful online video advertising product platform, leading to several patents. Pre-launch prototype won \$10 million in ad spend. Became US IAB standard ad format in 2008.
- Led design of margin and engagement-boosting experiences for the Yahoo mobile web portal and marketplace domains, while also stepping into a design manager role in an environment challenged by leadership changes and employee layoffs.
- Researched success factors of design teams at Yahoo and developed a framework, detailed action plan and new metrics for improving the internal design organization as well as leveraging design strategically across the company.

Founder, Imagegami Design Management *Stockholm, Sweden, 2003.08-2004.09*

- Developed first integrated brand/design management tool for Electrolux to support evaluation and decision-making around design concepts within each brand portfolio. Other clients included Absolut Vodka.

Design Manager, Ytterborn & Fuentes Design Management *Sthlm, Sweden, 2000.12-2003.08*

- Developed brand strategies, design platforms, product systems and brand environments for clients such as Saab Automobile, Absolut Vodka and iittala/Hackman. Managed prototyping, production and implementation, coordinating suppliers and budgets up to \$700 000.

Co-founder, Peekaboo Design *Stockholm, Sweden, 1999.08-2000.06*

- Co-founded "converged design" consulting firm with clients such as Anoto.

Designer, Ross Lovegrove Studio *London, United Kingdom, 1998.06-1999-97*

- Designed interiors, furniture and luxury accessories for diverse clients such as Airbus, Herman Miller and Tag Heuer.

Junior designer, ErgonomiDesign *Stockholm, Sweden, 1994.08-1995.08*

- Learned the fundamentals of human-centered design and the operations of a design firm at leading European consultancy.

EDUCATION

Master of Design Methods (MDM) Institute of Design, Chicago, USA 2005.
Hybrid design and business degree focused on effective tools and processes for repeatable innovation.

Certificate in Marketing Communication, Berghs SOC, Stockholm, Sweden 2001.
Half-year part-time professional program with coursework in branding, marketing and market communication.

Bachelor of Fine Arts (BFA) Industrial design, Konstfack University, Sthlm, Swe 1998.
Coursework in trend research, prototyping, product semiotics, manufacturing methods and materials.

ADDITIONAL

EU / Swedish citizenship, US work visa. Fluent in English and Swedish.
References available on request.

Career Timeline

