

DESIGN THINKING / USER EXPERIENCE / LEADERSHIP

LEADER WITH A VISION Love taking responsibility for leading teams toward a common vision, built on insights about the users

VISUALIZATION FREAK Constantly sketching thoughts to enhance communication and creativity on a strategic level as well as more hands-on

INSATIABLE CURIOSITY Always eager to understand users and constantly learning new things or finding new ways to do things better

USER RESEARCH

- Contextual inquiry
- Qualitative interview
- Design probe
- Heuristic evaluation
- Evaluation with users
- Design workshop
- Survey
- A/B test

VISUALIZATION

- Concept sketches
- Persona
- Storyboard
- Narrative
- Service blueprint
- GUI sketches
- Paper prototype
- Hi-Fi prototype
- Video prototype
- Wireframes

OTHER SKILLS

- Planning and facilitating workshops
- Data analysis
- Conversion rate optimization
- Programming (basic)

EXPERIENCE (SELECTION)

BONNIER BROADCASTING UX designer
2/2017-Current Stockholm (Sweden)

Bonnier Broadcasting is the owner of TV4 – the biggest Swedish private TV channel, and C More – the largest competitor of Netflix in Sweden.

I work strategically with implementing a user centered design approach to service development in the company, as well as with designing the apps TV4 Play and C More for various platforms. Some things I have worked on is the TV4 Play app for a new big screen platform, innovating a new experience for children using C More and improving the login experience for TV4 Play on the web.

JONATAN WENTZEL AKTIEBOLAG Service/UX designer
1/2016-Current Global

I started my own company to give myself flexibility with the types of projects and industries I work with. Also, it's a fun opportunity to test my skills in business administration.

HPI NORDIC UX designer
5/2016-6/2016 Stockholm (Sweden)

HPI Nordic provides their clients with methods and software for motivating people to change their lifestyle.

Responsible for bringing the user centered design process to their service development. Lead designer of the team working on a new version of one of the leading fitness tests on the Swedish market.

SVEASKOG UX designer
8/2015-2/2016 Stockholm (Sweden)

Sveaskog is Sweden's largest forest owner and sells saw logs, pulpwood and biofuel to approximately 170 customers, primarily in the pulp and paper and sawmill industries.

Led project planning and conceptual design of a complete overhaul of the property management system. Design research in combination with quick sketches successfully provided the project with a vision. Close collaboration with coders, adapting UX methods to the Scrum workflow.

USIFY UX designer (consultant)
8/2008-12/2015 Stockholm (Sweden)

Usify is one of Sweden's top UX agencies within the public sector and started expanding to the private sector during my time there.

I was a key consultant that was sent to new clients to establish trust and make them a key account. I was part of the company strategy group, taking active part in developing our business. I mentored new employees as well as trained our clients in the user centered design process and methodologies.

My projects gave me experiences in project management as well as all parts of the user centered design process, from open exploration design research through concept, prototyping/testing, design specification, coding, introduction and follow up.

SIGMA Design strategist
1/2015-3/2015 Oslo (Norway)

Sigma is a Swedish corporation established in 11 countries. They are a leading consulting group within the IT industry of Scandinavia.

I worked with a startup within the corporation. I developed their design strategy, coached their in-house designer and was the lead designer for app design. Close collaboration with coders, to keep tight deadlines.

STOCKHOLM COUNTY COUNCIL Design researcher
11/2014-1/2015 Stockholm (Sweden)

The Stockholm County Council is responsible for all publicly-financed healthcare and public transport in Stockholm County.

Conducted research and evaluations with users of a newly developed service to help doctors choose the right medication for their patients.

SWEDISH E-IDENTIFICATION BOARD Project manager
5/2014-12/2014 Stockholm (Sweden)

The Swedish E-identification Board is a public authority with the task to promote and coordinate electronic identification and signature for the public sector e-services.

Managed a project with six team members – UX designers, visual designer and coders. We designed and developed a new version of the UI for choosing your e-ID provider, which is part of the identification process of public e-services in Sweden.

SWEDISH TAX AGENCY Design lead
4/2014-9/2014 Visby (Sweden)

The Swedish Tax Agency provides services related to taxes in Sweden. They also provide the service that allows all Swedish public authorities to send secure digital messages to Swedish citizens and companies.

Planned, coordinated and executed the total redesign of the service “Min myndighetspost”. The design team consisted of three designers. Close collaboration with project manager and marketers. Performed an expert evaluation of the accessibility of the new version (WCAG).

INERA UX designer
4/2013-3/2014 Stockholm (Sweden)

Inera develops and provides digital services for the public healthcare in Sweden, so that each county council and municipality doesn't have to do it themselves.

Visualized and developed the vision of an online system for issuing medical certificates. Designed the UX for part of the system.

SWEDISH AGENCY FOR ECONOMIC AND REGIONAL GROWTH UX designer
8/2009-12/2011 Stockholm (Sweden)

The Swedish Agency for Economic and Regional Growth is a national government agency with the mission is to strengthen the competitiveness of Swedish enterprises.

Design research and UX design of various services at verksamt.se, the official web site for registering a new company in Sweden, with a large amount of services and information for entrepreneurs.

GUIDE TO ME SERVICE DESIGNER
9/2010-11/2010 Stockholm (Sweden)

Guide To Me offers a platform to create and provide audio guides through mobile phones.

Created customer journey. Coached the product developers in the user centered design process.

EDUCATION

- **BUSINESS ADMINISTRATION** (2013-2014) Uppsala University, Sweden
 - **MSC DESIGN** (2008) University of Linköping, Sweden
 - **MASTER 1 HMI** (2007) Université Pierre Mendès-France, Grenoble, France
 - **BSC COGNITIVE SCIENCE** (2006) University of Linköping, Sweden
 - **HIGH SCHOOL DIPLOMA** (2002) Rudbecksskolan, Örebro, Sweden
 - **EXCHANGE STUDENT** (2000) Roger Bacon High School, Cincinnati, USA
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LANGUAGES

- **SWEDISH** Native
 - **ENGLISH** Working language, advanced level
 - **FRENCH** Working language
 - **ARABIC** Basic
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PUBLICATIONS

- Wentzel J, Holmlid S. **Speed sketching for designers: User inspired brainstorming**. International conference on designing pleasurable products and interfaces, DPPI09, 2009.
 - Arvola M, Holmlid S, Nygard S, Segelström F, Wentzel J. **Greta & Torsten : Två personas för äldre användare av hälsans nya verktyg**. Linköping University Press, 2008.
 - Wentzel, J. **Designsonder som inspiration i designprocessen: En metodutvärdering**. Linköpings universitet: Institutionen för datavetenskap, 2007.
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EXTRAS

LINKÖPING RHYTHM & SWING Teacher, swing dancing

Taught basic swing dancing – Lindy hop, Charleston and solo jazz. Swing dancing was my main hobby for five years.

GLOBAL SERVICE JAM Organizer

Organized Stockholm event 2011. Found funding, marketed the event, communicated with participants, ran the event. Spread the word of service design.

RED CROSS FIRST AID GROUP Group leader

Lead the Linköping chapter of first aid group. Overall responsibility for the group's jobs, training and team building. Team leader for the winning team in the Swedish championship of first aid, 2008.

STUDS Teacher, juggling

Managing juggling association. Teaching and performing. Juggling and other circus arts were my main hobbies for six years.