

CV - Beatrice Lundgren

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Summary:

I am a UX designer who specialise in information architecture, the art of assembling strategical directions, customer needs, images and copy into a graphical layout that make contextual sense to the user and inspire her to engage further. The architectural direction is usually presented as either a strategical document with key attributes or an actual wireframe on page layouts.

My skills in user centered design comes from 18 years of working professionally within marketing, both with digital and traditional print media. I have topped it off with a three year full time programme in Interaction Design through Linneaus University, graduated June -17, along with a full time job as a Project Manager at Volvo Cars.

From my many years as a Project Manager I have experienced all parts of the chain and knows how to account for constraints, being able to create good designs with what I got and still take greater steps towards business goals. I find it important to take informed design decisions, every piece should be there for a reason. Research is therefor a part of my daily routines and I browse different places to gather contemporary data. I am comfortable in running workshops with real customers to collect and analyse real insights.

I also regard myself a confident planner who can plan my own time effectively and I am also skilled in budgeting and financial recording.

Being a designer is of course very much a visual story. I am a professional user of most UX softwares on the market, for example, Sketch, Flinto, Adobe suit (Photoshop, Illustrator, Indesign, XD). My early profession as a Graphic Designer skilled me in the laws of typography, colors and objects. The skills have been refreshed on a regular basis, most recently during the interaction design programme.

Ask my colleagues and they would say that I am an ambitious individual who strive to deliver with attention to detail and that I am always available if they need help.

Work Experience:

User Experience Architect for volvocars.com

Volvo Cars

October 2017 - Present, Gothenburg

- Updated design for Volvo On Call master page
- Strategic recommendation for the Own section
- Given UX input to the new job search site

Maternity Leave

October 2017 - September 2017

Business Analyst for Volvo Logged In Experience

Volvo Cars

August 2015 - September 2016, Gothenburg

Business Application Manager for Car Configurator

Volvo Cars

August 2014 - July 2015, Gothenburg

Project Manager

Volvo Cars

June 2012 - July 2014, Gothenburg

- Scoped and delivered the VR experience for XC90 launch
- Managed the rollout of the new design of volvocars.com to all markets within a year
- Updated SCNG to the new design theme
- Launch in a Box (launch of V40 via an app on an iPad)
- Project Manager for Car Configurator releases

Project Manager

Tewonder - Digital Communications Agency

March 2011 - June 2012, Stockholm

- Planning and implementing digital projects. for example. web sites, promotions and film production.
- Account Manager for NK.se.
- Further clients: Svenskt Näringsliv (Confederation of Swedish Enterprise), Indiska, Polarforskningssekretariatet (Swedish Polar Research Secretariat), Novartis.
- Daily reporting directly to the CEO.
- Team management including resource allocation, coaching and delegating
- Financial responsibility
- Writing quotes, briefs and presentations.
- Active role in the internal strategy development of the company

Web Production Manager

Fröjd Interactive - Digital Production Agency

January 2010 - February 2011, Stockholm

- Plan and deliver digital production. Eg websites, campaigns.
- Clients: Skansen, Advertising agencies (Deasign, Nansen, Söderhavet).
- Allocate and delegate work to resources.
- Financial responsibility.
- Writing quotes, briefs and presentations.
- Write and build functionality specifications and wireframes.

Web Production Manager

Stendahls.net - Advertising

September 2007 - April 2009, Gothenburg

- Plan and coordinate web projects
- Clients: Volvo, Ford and Mazda.
- Allocate and delegate work to resources.
- Quality assurance and testing.
- Update web pages, databases, and edit content in the CMS systems.

Marketing Coordinator

Ford Motor Company

April 2004-July 2006, Gothenburg

- Coordinate marketing activities, including national events (+500 delegates).
- Provide retailers with promotional materials such as advertisements, posters and merchandise supplies.
- Manage the development and the daily editorial work on both intranets and extranets.
- Report directly to the Marketing Manager.
- Place purchase orders and monitor budgets.
- Manage and plan the daily work for the In-house agency.
- Produce ads, banners, posters etc.

Graphic Designer

Göteborgs-Posten - Newspaper

August 1998 - April 2004, Gothenburg

- Produce advertisements for corporate clients.
- **Awarded employee of the year in 2001 (among 500 employees).**
- Design visual identities and implement graphical standard for corporate clients.

Education

Interaction Design Bachelor

Linnaeus University

August 2014 - June 2017, Gothenburg/Kalmar

Bachelor thesis: <http://urn.kb.se/resolve?urn=urn:nbn:se:lnu:diva-65927>

Examples of areas studied

- User oriented design
- Methodology
- Cognitive Psychology
- Web management (Javascript, HTML, CSS)
- Graphic Design
- 3D with 3D studio max

IT Project Manager

IHM Business School

August 2002 - April 2004, Gothenburg

- **Achieved Best Thesis Award!**
- Strategic Marketing.
- Tactical Marketing.
- PROPS & RUP Project Management Tool.
- Business Economy
- Business English
- Entrepreneurship.
- Presentation skills.

Media Programme

Munkebäcksgymnasiet - Upper Secondary School

1995-1998, Gothenburg

- **Awarded for Best Marketing Plan.**
- Grade 17.5 out of 20.

I have also attended various short courses during the years, eg in presentation skill, english, adwords etc.

Travel & Freelance Assignment:

Travel & Producer assignment

Holler

May 2009 - November 2009, Sydney

6-month travel to Australia. Including a short-term Producer assignment at a digital advertising agency where I delivered some online campaigns for Bacardi and Carefree.

Travel & Freelancing Graphic Designer

Young & Rubicam

August 2006 - January 2007, New Zealand

6 months of travel for pleasure to New Zealand and the Philippines. Freelanced as a Graphic Designer at Young & Rubicam.

Freelancing Graphic Designer

Press Info - Advertising Agency

1999-2001, Gothenburg

Night & Weekend shift as a graphic designer

Freelancing Creative

Various companies

1999-2008

Designed display folders for property and real estate brokers, made originals for t-shirt prints, produced wedding videos and also produced a couple of WordPress sites.

Skills - a selection

Software

Advanced user of Adobe Design Suite (Photoshop, Illustrator, InDesign), Sketch, Flinto
Advanced user of the Office suite (Word, Excel, Powerpoint, Outlook) and iWork (Pages, Numbers, Keynote, Mail)
SEO, Analytics and Google overall
Social Media Marketing activities
Financial programs like Compaq, Marathon, E-conomic
Office tools like Outlook, Google
CMS systems like Drupal, Epi, Joomla, Wordpress, Customized, Sitecore
Coding: HTML, XML, CSS, Javascript,

UX related

Create and present Personas
Wireframes
Prototypes
User flows

Project Documentation

Time Schedules
Cost Estimates
Specification of Requirements
Risk Analysis
Marketing Plans
Project Plans
Creative Brief
Any kind of Report

Leadership

Team Management
Delegating
Project Management
Ser goals and strategic / tactical plans
Presentations

Marketing

Plan strategically for market activities
Design and create marketing assets
Coordinate major events
Analyse market results for improvement

Industry Experience

Automotive (Ford, Volvo, Mazda)
Retail (NK, Indiska)
Medicine (Novartis)
Research (Polar Research Secretariat)
Advertising (Stendahl, Young & Rubicam, Tewonder, Holler Sydney)
News Media (Gothenburg Post, Press info)