CURRICULUM VITAE

Mikael Andersson

Senior product designer who aligns product vision with technical execution. Turns stakeholder input and user needs into scalable, deployable UI.

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Highlighted projects

Universum

Leading a digital overhaul of one of the world's most established employer-branding agencies, turning three disconnected products into one coherent experience.

mikael.work/case/universum

Unionen

Helping Sweden's largest trade union through their digitalisation journey, improving the digital experience for both members and elected representatives.

mikael.work/case/unionen

QuizDuel 2

A redesign of one of Sweden's biggest mobile games, taken from bare technical demo to closed beta in under six months.

mikael.work/case/quizduel

Helly Hansen #weloverain

Digital billboards across Oslo that only ran when it rained, lifting Helly Hansen's rainwear sales by 145%.

mikael.work/case/hellyhansen

Kungshallen — Matduellen

A three-second food duel that turned the choice between Kungshallen's 16 restaurants into a shareable web game.

mikael.work/case/kungshallen

Full portfolio
mikael.work

Work Experience

Universum, 2023-2026

UX/UI Designer and Product Owner

Led all design and UX work across Universum's digital presence. Served as product owner for the company website and drove design for their employer branding insights platform and the global survey used for data collection. Also produced social media marketing assets and managed the company's branding and visual identity.

Digitalist Sweden, 2018-2023

UX/UI Designer

Worked with several major clients, including ones like Unionen, SVT, and Kulturhuset Stadsteatern, improving their website designs and user experiences through research, interviews, prototyping, and UI design. Built and maintained complex design systems, supported requirements work, and bridged design and development.

FEO Media, 2017-2018

UX/UI Game Artist

Designed a new admin panel interface for QuizDuel Business, enabling clients to manage their own quizzes and question databases. Produced brochures, flyers, and websites for the sales team.

Worked as lead designer for QuizDuel 2. Created the new visual identity, wireframes, UI art, and implemented them in Unity alongside the development team. Contributed visual effects, animations, and game design.

Solid Agency, 2012-2017

Graphic/UX Designer (2012-2015) · Art Director/UX (2015-2017)

Started as a graphic/UX designer, designing web applications, browser games, and campaign sites. Proceeded to take a larger role in concept creation, and expanded into branding, social media campaigns, photography, and visual effects. Also developed communication concepts across social platforms, working closely with copywriters and photographers. Clients included Ahlgrens Bilar, Helly Hansen, L'Oréal Paris, Malaco, and Pfizer.

Lennandia Advertising, 2011

Graphic Designer

Seasonal position: updated text and image content in brochures, adjusted layouts, retouched images, and handled print design.

Sydöstran Newspaper, 2010

Production Artist

Seasonal position at the local morning newspaper. Laid out pages, fit articles and images, created news graphics, and adjusted headlines and copy to fit the layout.

Freelance, 2009-2014, 2021-

Digital Designer

Worked with businesses and startups on branding and visual identity, UX/UI design for web and apps, and print design.

Professional Skills

Design

UI Design, Design Systems, Prototyping, Product Design, UX Research, Branding & Identity, Art Direction, User Testing, Accessibility, Print Design, Game Design/Gamification

Application

Figma, Photoshop, Illustrator, After Effects, InDesign, Claude Code, Unity

Dev

AI Assisted Workflows, Front End, Figma MCP, Tailwind, Storyblok CMS, Storybook, CSS, Git, WordPress

Other

Scrum / Agile, Jira, Copywriting, Product Ownership, Drupal CMS

Education

Linköping University, 2009-2012

Graphic Design and Communication (Grafisk Design och Kommunikation)

A theory-focused programme covering design history, visual rhetoric, information design, HCI/UX, intellectual property law, and marketing communications.

Törnströmska Gymnasiet, 2006-2008

Media Programme – Graphic Design (Medieprogrammet – Grafisk Design)

An upper secondary programme focused on practical applications in graphic design, creative writing, and photography.

Languages

Swedish — Native language

English — Professional working proficiency (C2)