



CV — **Niclas Lundberg**

PRODUCT ~ EXPERIENCE ~ RESEARCH ~ INFORMATION ARCHITECTURE
14 years of experience

SUMMARY

Niclas is a senior empathic designer with extensive experience in creating user-centric solutions for complex business problems. His expertise lies in strategic and functional design, bridging the gap between design and development.

With a strong technical understanding and collaborative approach, Niclas delivers measurable results through innovative and effective design solutions.

AREAS OF EXPERTISE

Industry knowledge

Digital products
Management
User Experience
User Interface Design
Agile Workflows & Projects
Lean UX
Requirements/Criteria Management
Prototyping (Lofi, Hifi, Rapid)
Wireframing
Flowcharts
Wireflows
User Interviews
Observations
User Testing
Research
Tech/Development Collaboration
Data models
APIs
Architecture
Client Relationships
Sales

Tools and applications

Figma
Flowmapp
UseBerry
HotJar
Maze
Google Analytics
Notion
Atlassian Suite
Google Suite
Microsoft Suite
Adobe Suite

Web development

HTML, CSS

ASSIGNMENTS

2023 - 2024
Lead Designer

Internal product

JOVO - NORDISKA BRAND

System for booking and scheduling daily fire hazard system inspections / audits with minimal cognitive load

Collaborated with stakeholders and end users to design a streamlined solution for fire safety inspections, addressing back-office inefficiencies and documentation challenges.

Developed a clear, adaptable design system. Qualitative research ensured alignment with user needs and compliance, maximizing impact.

2023 - 2024
Lead Designer

Internal product
[Portfolio link](#)

INBYTESKONTROLLEN - NIEMI BIL

Mobile and user-friendly application for streamlined, fast and convenient vehicle inspections with reporting

Designed a user-friendly mobile app for streamlined vehicle inspections and reporting, catering to both internal and external users with varying levels of technical expertise. Prioritized ease of use, intuitive design, and clear feedback for a seamless user experience.

Tools, Methods and/or Techniques standing out in this project

Wireframing, Prototyping, Information Architecture

2020 - 2024
ongoing
Lead Designer

[Production link](#)
[Portfolio link](#)

STIM / Cora Music

Music SaaS platform

Cora Music is a SaaS platform offering STIM-licensed music for video creators. As the lead designer, I collaborate closely with STIM and the Cora Music team to create a visually engaging, user-friendly platform that empowers creativity and ensures a seamless experience for content creators on YouTube and META's products.

Tools, Methods and/or Techniques standing out in this project

Flowcharts, Wireframing, Prototyping, Competitor analysis

2020 - 2023
Lead Designer

[Production link](#)

SVENSKA KUNSKAPSBOLAGET – MILJÖBÖCKERNA

Mobile-first educational platform

Led the design of a digital platform for Svenska Kunskapsförlaget's sustainability and environmental education materials, previously only available in print.

The solution featured a refreshed visual language optimized for digital platforms and a custom back-end editor, empowering the client to easily manage and update content. The result was a user-friendly and engaging system that enhanced the accessibility and impact of their educational resources.

Tools, Methods and/or Techniques standing out in this project

WCAG, Empathy maps, Prototyping

2024 →
ongoing
Lead Designer

N/A at this time

DÖBRA - LULEÅ TEKNISKA UNIVERSITET

Collaborative group discussion app

Luleå Tekniska Universitet's DöBra project aims to reduce suffering associated with dying, death, and bereavement through meaningful end-of-life discussions.

I'm leading the design of a digital adaptation of their discussion card deck, enhancing its accessibility and engagement. The design prioritizes simplicity and clarity while incorporating features like commenting, rating, and sharing.

The respectful and understated visual language ensures ease of use for all, including those with reduced vision.

Tools, Methods and/or Techniques standing out in this project

WCAG, Empathy maps, Prototyping

2021 - 2022
2024 →
ongoing
Implementer
Lead Designer

[Production link](#)
[Portfolio link](#)

JÄVLIGT GOTT

Custom theme and functionality for Sweden's biggest vegan food blog

Gustav Johansson, the man behind Jävligt Gott, Sweden's largest vegan food blog, with millions of annual visits, faced challenges with the website's outdated theme, making recipe discovery difficult.

I revitalized the brand with a bold, mature visual language that reflected its attitude. Beyond design, I implemented the updated experience, including dynamic functions, a relational database, and custom CSS, creating a seamless and user-friendly platform.

Tools, Methods and/or Techniques standing out in this project

WordPress, Elementor, JetEngine, API, Prototyping

EMPLOYMENTS

2020 →
ongoing
Designer
Operations
Co-Owner
Co-Founder

UNDECO**Creative Tech Agency**

Co-founder/owner of the creative tech agency Undeco - the no bullshit agency in Norrbotten & Stockholm, Sweden. Designer and leader.

2017 → 2020
IT Project Manager
Product Manager

UNITED SCREENS**Nordics biggest influencer network / agency**

I fronted the development of an internal platform that would import big data and construct invoicing documentation for subcontractors/creators. The manual process went from 60 hours per month to 2 hours per month. *The company was acquired by RTL and Bertelsmann SE & Co. KGaA in 2018.*

2018
Parental leave

Parental leave

2014 → 2017
Head of Creator
and Prospect
Development

UNITED SCREENS**Nordics biggest influencer network / agency**

I had a marketing role where I facilitate our value proposition towards the creators we wanted to work with, helping them consider our network as a long term home. I was part of the management group.

2013
2D animation artist

S2Games**Marketing Team**

I was part of the S2Games team in order to help with creating promotional video content of new releases for their game Heroes of Newerth.

2013
2D animation artist

Motion Graphics Artist**After Effects 2D animation consultant**

I was available for hire in various projects, where I produced content for, among others; **Umeå University, Dota 2 Champions League** and **Na'Vi**

2012
User Experience
Designer

North Kingdom**Creative Agency / Experience design company**

I was in my early years humbly part of North Kingdom in Skellefteå, helping with projects related to various clients, including **Umeå Kulturhuvudstad, Paranorman** and **BMW**

2009 - 2010
Instructor
Teacher

Web Development A Instructor**Umeå University**

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RESIDENCE [Luleå](#)

EDUCATION

2011 → 2013 **Master of Science**
Informatics - Cross media interaction design
Umeå university

2008 → 2011 **Bachelor**
Informatics - Digital Media Production
Umeå university

LANGUAGES

Swedish Native

English Fluent

OTHER

Quick learner with new tools

[UXCEL certified product, ux and ui designer](#)

Omni-nerd

Father to Alisa (6) and Junie (4)

Been together with Helena for 18 years

Ex-elite basketball player

Truck & Drivers license

[Google Maps Local Guide Level 6](#)

Google Certified YouTube Advisor / Expert

15 years on YouTube

[Retired YouTuber](#)

14 years on Twitter (RIP)

20 years on Steam

Likes: spicy food, bread baking, boardgames

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RESIDENCE Luleå