

# Mikaela Larsson

Director of design/Senior product designer

I am a design director and senior product designer who combine user and business needs to build scalable and holistic experiences.

Here are some (th)-ings I do: researching, workshopping, collaborating, hypothesizing, sketching, concepting, strategizing, prototyping, testing, asking, talking, designing, tracking, iterating.

My main motivation is to reach that sweet spot where design, tech and business creates the perfect symbiosis of value. I believe that a happy team is a delivering team and that a great collaborative culture creates the most value for a company and a product. I focus on making our initiatives and priorities customer centric to improve our return of investment.

## Work

**Director of design - Customer Care area** 2022-  
H&M Group Stockholm, Sweden

Strategically & practically leading the Customer Care product area with a focus on our customer service, post-purchase, and store experience, always making sure we have our customers in focus.

Collaborate across competencies and areas throughout our organization to raise design maturity, support business needs, brand plans, tech efficiency & constantly improving our customer journey.

**Design lead** 2020-2022  
TV4 Media Stockholm, Sweden

Supporting the UX & UI design team working on our streaming services C More and Telia Play (Apps, Mobile, Web, Apple TV & Android TV) + our linear TV service for Telia. Responsible for team culture, user-centered way of working & the design process.

**Senior product designer + team lead** 2019-2020  
H&M Group Stockholm, Sweden

Working on customer engagement and our loyalty program. Responsible for "My Account" area including order tracking and post-purchase experience, settings, redeeming and displaying rewards, membership info, etc.

Team Development Lead for our Product Design Team. Making sure the design team as a whole was thriving and felt supported, trusted, and heard within the organization.

## Skills

**Expert**  
User-centered design principles & methods, workshop facilitation & ideation, team dynamic & team culture, stakeholder management, UX flows & design, user-testing methods (qual & quan), insight creation & hypothesis definition

**Advanced**  
Defining and following UX metrics, agile WoW, innovation & future vision strategy, performance development

**Intermediate**  
Design system creation/ systematic design, UX writing, Accessibility, Brand design

## Tools

Figma, Sketch, Microsoft Suite, Miro, UserZoom, Usertesting, Marvel, Adobe After Effects, Adobe Final Cut, Notion, Jira, Confluence.

## Work

**Product designer/Founding member** 2016-2020  
Go Jauntly Ltd London, United Kingdom

A mobile app that helps people discover walks, create their own and share outdoor adventures.

As a founding member I've been a part of the whole journey, from content creation, funding presentation, design system, branding and user research.

**Product designer** 2016-2019  
Furthermore Ltd. London, United Kingdom

Responsible for everything from defining and creating concepts, service design strategies, UX flows, visual design and handover to developers.

Worked with everything from small start-ups to huge corporations. (inkl. Hall & Partners, Geovation, Heathrow Airport etc.)

## Education

Art direction & advertising  
Miami Ad School NYC  
2014-2016

Introduction to advertising  
Berghs School of Communication  
2013

Introduction to writing  
Berghs School of Communication  
2013

## Talks & Volunteering

**Streaming Tech Sweden** 2022

Presentation on:  
Users expectations and the future of streaming

**IxDA Awards** 2020-2021

Volunteering for the Interaction Design Awards co-leading the communication workstream.

**UXDX Nordics** 2021

Panel discussion:  
"The Balance Between Direction and Team Autonomy"

**The Evolutionary Exchange Podcast** 2021

Topic:  
"Creating A Culture To Support A Healthy Work Life Balance"