Erik Naess

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LinkedIn

Experienced Product Designer with a focus on user-centered design and digital experiences. Skilled in working within cross-functional teams to develop design systems, optimize user flows, and create user experiences based on research.

Beyond product design, I enjoy spending time with my wife and son, playing golf, go skiing and being out in the Stockholm archipelago.

Work experience

2022 - Ongoing | FDJ United (f.k.a. Kindred Group)

SENIOR PRODUCT DESIGNER

- Leading the design process for improving FDJ Uniteds multi-branded web and app design systems.
- Built the foundation for a scalable multi-brand iOS design system.
- Developing and document UI components to ensure consistency across products.
- Managing FDJ United's Figma design system libraries.
- Leading FDJ Uniteds back-office design strategy that supports their new web platform.
- Conducting usability testing and user interviews to validate design decisions.

2020 - 2022 | Kindred Group

UI DESIGNER

- Designed and refined the gaming experience across Kindred's brands.
- Worked closely with user research to inform design decisions.
- Worked cross-functionally to implement and document UI components for a multi-brand design system.

2018 - 2020 | Gametek

UX DESIGNER

- Worked on UX improvements for Mr Green, enhancing player engagement and retention.
- Maintained and evolved the company's design system to improve workflow efficiency.

- Designed in-game player protection features to support responsible gambling.
- Conducted user research, wireframing, and prototyping to drive product decisions.

2017 - 2018 | Knowit Uppsala

UX DESIGNER

- Worked with clients such as SLU, the Swedish Orienteering Federation, and Uppsala Municipality.
- Lead the UX design work for a pre-study that helped Knowit Uppsala win a framework agreement with Uppsala Municipality to deliver a digital service that simplifies applying for building permits.

Education

2015 - 2017 | Uppsala University

HUMAN-COMPUTER INTERACTION

2012 - 2015 | Linnaeus University

INTERACTION DESIGNER

Other

2022

ALL-IN DESIGN PODCAST

Product Designer & Content Designer - A Match Made in UX Heaven

🎧 <u>Listen here</u>

SKILLS

TECHNIQUE & METHODS

Interaction design
User interface design
Design systems
Component documentation
WCAG
Wireframing
Prototyping
Usability testing
Interviewing
Personas

SOFTWARE

Figma
Adobe Photoshop
Adobe Illustrator
Sketch
Xcode (Basics)
Visual Studio (Basics)

LANGUAGE

Swedish (Native)
English (Fluent)