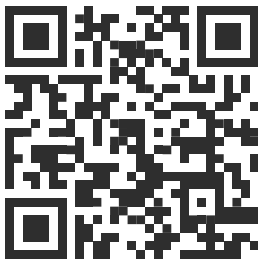


Michael Bengtsson

Digital Product Designer

Empowering collaboration and
Strategic Growth

My Portfolio
michaelbengtsson.net



PROFILE

Passionate about aligning user needs, technology and business strategy. Led cross-platform project, reducing time-to-market by 15%. Proactively solve problems with data-driven insights, delivering business results while fostering collaboration and empowering teams.

PERSONALITY

- Empathetic and curious
- Build trust and solidarity
- Strategic thinker
- Growth-Oriented
- Structure & process driven

SKILLS

- UX Strategy
- Design System
- Product Design
- Brand Identity
- UX of Machine Learning

TOOLS

- | | |
|----------|---------------------|
| Figma | Design Tokens |
| Chat GPT | Stark Accessibility |
| Dall-E | Google Analytics |
| Hotjar | Lucid Chart |

CONTACT

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- www.michaelbengtsson.net

References available upon request

Resume

EXPERIENCE - SELECTION

Hemnet, UX-Designer

2023 - 2024

- Led cross-functional team, aligning UX strategy with business goals and boosting user engagement.
- Redesigned Design System, improving brand and cross-platform consistency.
- Implemented design tokens, streamlining development, reducing time-to-market by 15%.

Visma, UX-Designer

2022

- Developed UX framework for machine learning features, enhancing usability and design process
- Collaborated with product and engineering teams to align user experience with business goals.

Ingram Micro, Cloud Sales Specialist

2012 - 2021

- Led Go-to-Market strategies, driving a 20% revenue year per year, increase by aligning business with customer needs.
- Trained over 100 clients, improving cloud solution adoption and fostering long-term partnerships.
- Developed new service offerings, increasing customer retention.

EDUCATION - SELECTION

STI, AI and Prompt design for UX/UI

Ongoing (evening course)

Specializing in AI tools for UX/UI design, positions me to drive innovation and efficiency in any design process.

Nackademin, UX-Design - University

2021 - 2023

Focused on user experience design methodologies through real-world projects, integrating research, design, and usability testing along with accessibility and coding.

Long-term travel in South America

2015 - 2016

A journey of self-discovery and learning, cycling through three countries, volunteering, and learning Spanish.