

Victor Cronsby

Product Manager & Design Lead

CONTACT

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SKILLS

Design Thinking · MDR Compliance · Product Management · Product Ownership · QA Process & Test Strategy · Quality Mgmt (QMS) · Scrum/Agile · UI/UX Design · Usability Testing · User Research

TOOLS

ADR practices · AI/LLM workflows · Azure DevOps · Canva · Confluence · Figma · Jira · Office 365 · Photopea · Slack

LANGUAGES

Swedish	native
English	fluent
Spanish	basic

REFERENCES

References available upon request

SUMMARY

Product Manager and Design Lead with experience in UI/UX and product ownership for complex MedTech SaaS used in emergency care - rated 4.8/5 by clinical users. Background in industrial design (MFA) and cross-functional project management in organizations ranging from startups to large engineering consultancies. Driving business value through design thinking, delivering features and integrations from concept to production in clinical environments. Also a drummer and self-proclaimed quiz master.

EXPERIENCE

Product Manager — Jan 2026 - Present

Omda Response (part of Omda AS) · Gothenburg, Sweden

- Product Manager for RETTS Online and Aweria - digital products for emergency medical care. Owning product strategy and roadmap while leading UI/UX design.
- Authoring regulatory documentation for MDR compliance, including the clinical evaluation report.

Product Design Lead — Jun 2021 - Jan 2026

Aweria AB (acquired by Omda AS, 2025) · Gothenburg, Sweden

- Owned the data-driven product roadmap and backlog for a MedTech SaaS platform used in emergency departments, balancing clinical needs, regulatory requirements, and business value.
- Sole UI/UX designer in a team of ~8, responsible for all user-facing design - from concept and prototyping to user testing and delivery.
- Designed and shipped features to clinical production, such as a patient dashboard, a data visualization tool, an ED workload indicator (SEAL), and advanced search/filter/tabbing - while systematically improving usability across the product.
- Led integration projects with external systems (FHIR/Cosmic, Paratus), managing design and implementation. The Cosmic integration was certified by the EHR vendor.
- Quality Manager who drove the MDR class IIa certification process - maintaining and improving the QMS, and independently handling all external audits with the notified body.
- Created and ran annual user surveys to measure quality goals. Latest results: 4.8/5 average rating across usability, usefulness, and overall satisfaction (n=35).

BIM Specialist & IT Coordinator — Jan 2017 - Jun 2021

COWI · Gothenburg, Sweden

- BIM lead on multi-million SEK infrastructure projects (rail, road, tunnel) for clients such as Trafikverket, managing digital coordination across 10+ engineering disciplines.
- Selected as competence coordinator for BIM/Surveying/GIS across the COWI Civil division, responsible for 20+ employees and managers.
- Created VR models for infrastructure visualization, showcased at industry fairs and universities. Member of COWI's global VR/AR strategy team.
- IT Coordinator for the Civil West department - evaluating software, running training programmes, and supporting 50+ employees.

Industrial Product Designer (Master's Thesis) — 2015

Electrolux · Stockholm, Sweden

- Developed a personal cooling product concept for the Electrolux Home Comfort product line.
- Applied design thinking and usability evaluation across the project. Researched consumer needs, trends, and competitors. Collaborated with cross-functional teams.

"Victor demonstrated strong analytical ability, understanding of form and a high level of creativeness. He executed his responsibilities with the utmost competence and enthusiasm, and easily blended into the design team." - Martin Alexanderson, Design Director, Electrolux.

EDUCATION

Master of Fine Arts in Industrial Design (MFA) — Graduated 2016

School of Industrial Design, Faculty of Engineering, Lund University.

Industrial Design (exchange semester) — 2013

Emily Carr University of Art + Design, Vancouver.

Interaction and Mobility (7.5 credits) — 2019

HCI, interaction and UX design. Luleå University of Technology.