Victor Cronsby

Product designer & Product owner

About me

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Business- and user centric product design lead (UI/UX) - and product owner of complex SaaS systems - with documented project management experience in both large and small organizations. Team player and leader.

I’m good at making people comfortable and getting to know everybody in the room. I like to keep a bird’s-eye view on projects - from start to finish - and prioritizing where the resources should go in the agile environment. I’m schooled (MFA) in design thinking and traditional modernistic product design. I like to question if the purpose and aim of things are identified and achieved.

Also, I’m a wannabe quiz master and drummer

Expertise

Industrial design

User interface design

User experience design

Product owner

Quality manager

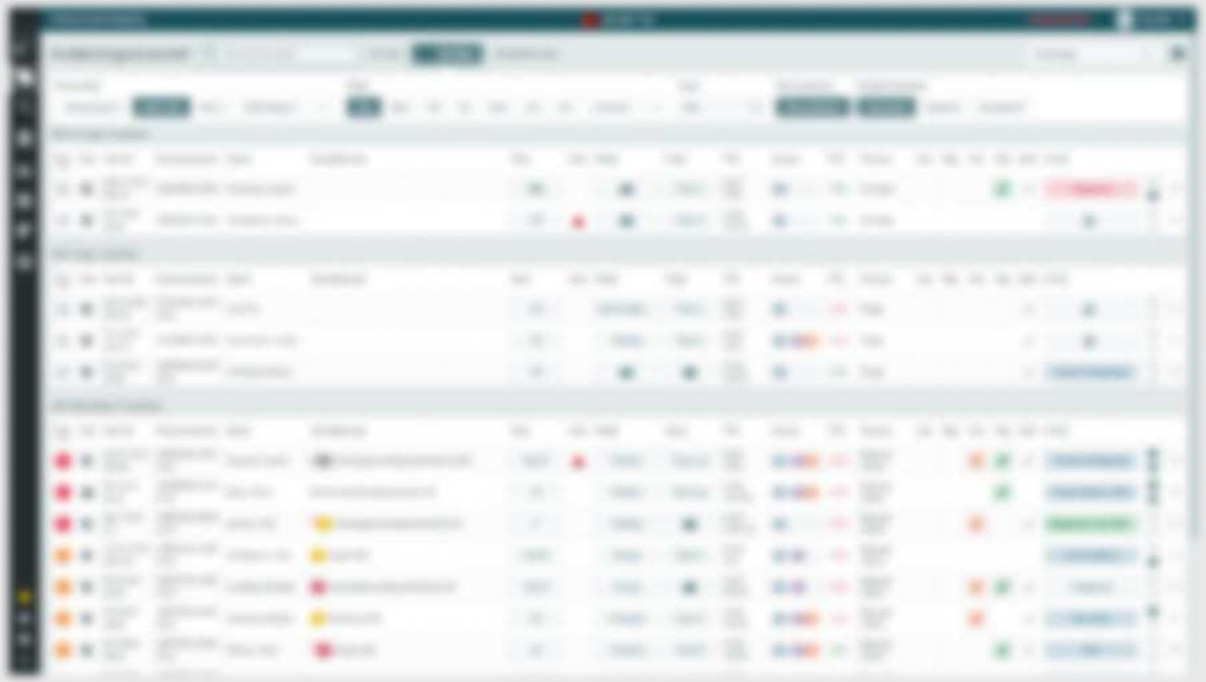
Professional work:

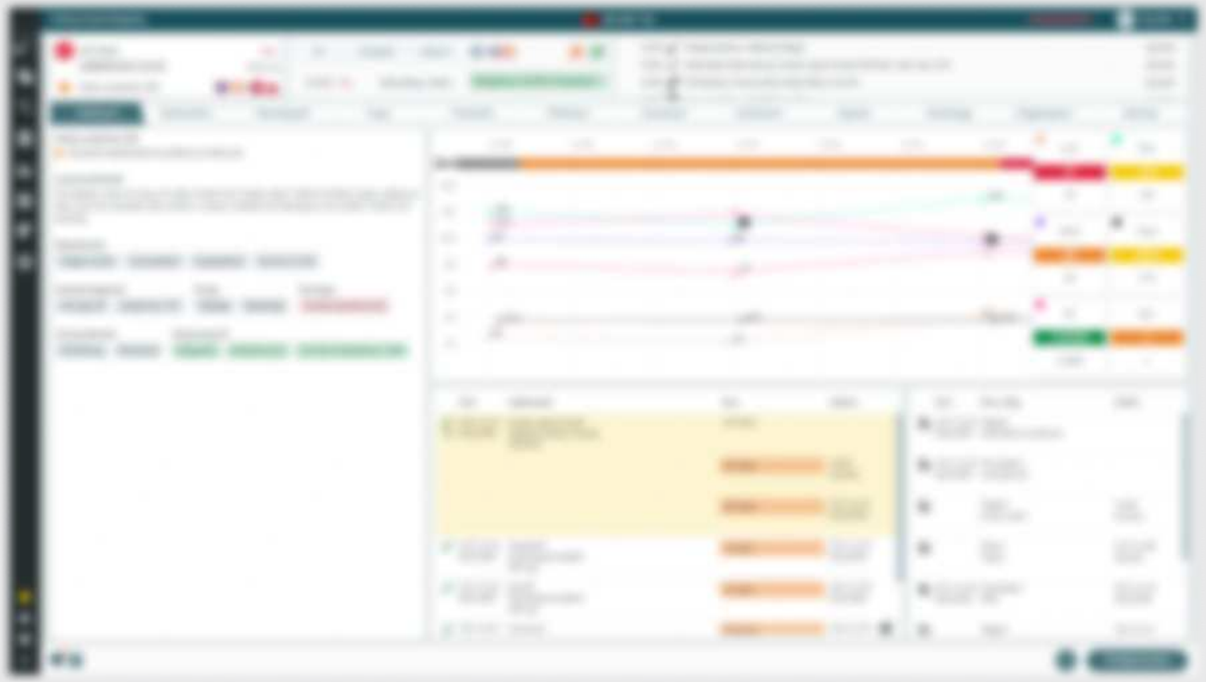
University school work:

Portfolio samples from professional work

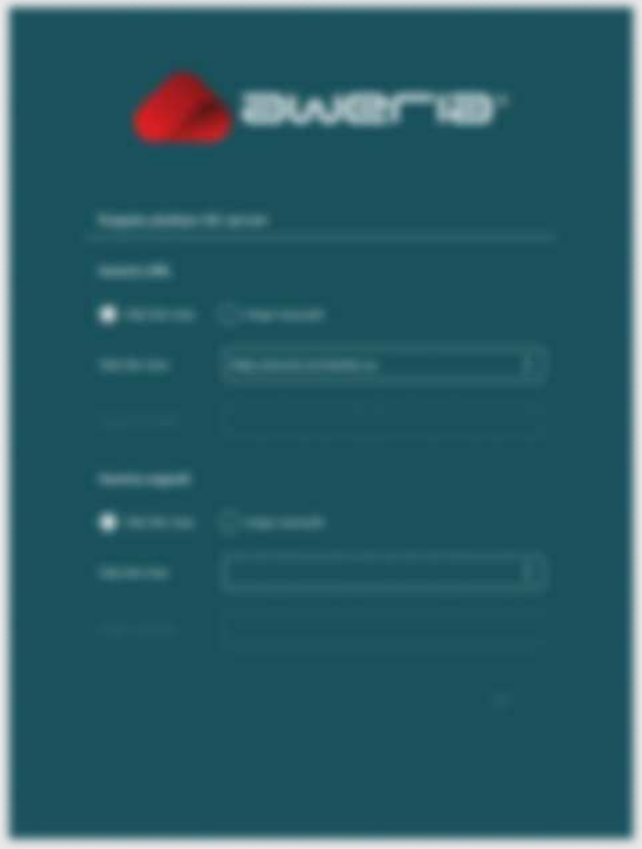
Medical record SaaS-system for prehospital and emergency medical care

Blurred pictures due to confidentiality.
Role: Product design lead, Product owner & Quality manager
Company: Aweria AB





Desktop application



Tablet & mobile application

RnD: AI features
in medical care

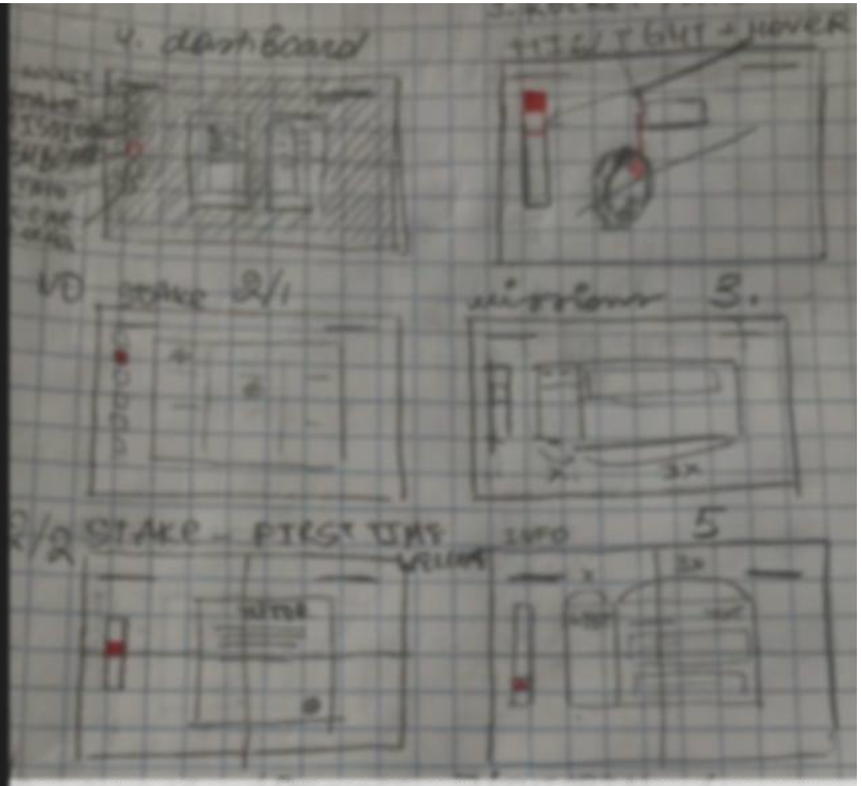
Interactive digital twins and VR-models, for engineering consultancy firm

Role: Building information management (BIM) specialist
Company: COWI AB

Models are used for issue management, design validation and maintenance of our city’s infrastructure. They have been showcased at industry leading fairs and universities.

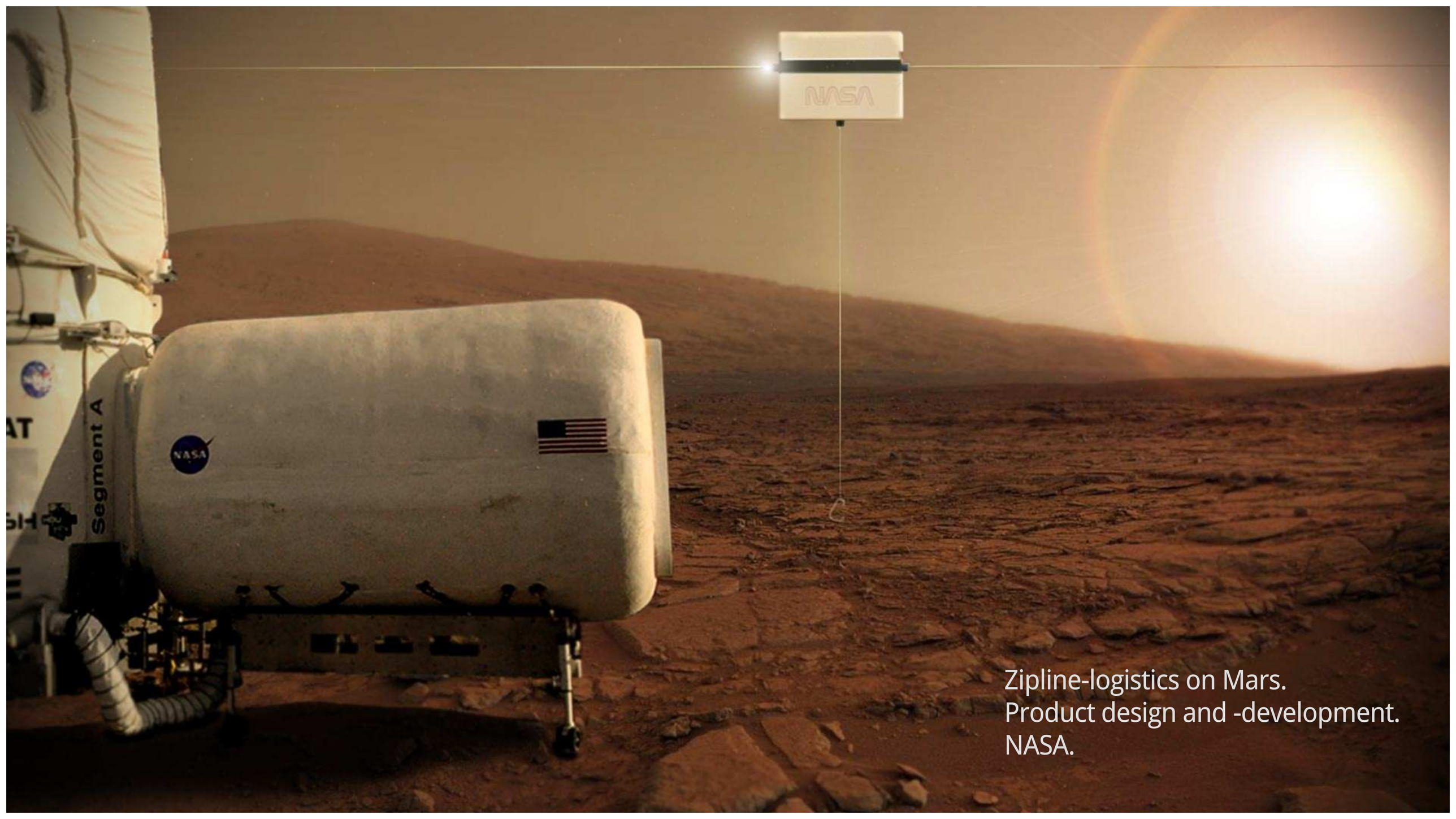
Portfolio samples from misq. and school

Sci-fi gaming app.
UX and UI design.



Cooling product (master’s thesis).
Product design and -development.
Electrolux.

Home freeze dryer.
Product design and -development.
IKEA and IDEO.



Zipline-logistics on Mars.
Product design and -development.
NASA.

End of portfolio.
Best regards,
Victor Cronsby