



Victor Cronsby

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- 🇸🇪 Swedish
- 🌟 Adobe CC (IL, IN, PS, XD)
- 🌟 Atlassian (Confluence, Jira)
- 🌟 Figma
- 🌟 Office 365
- 🌟 Solidworks/Lightshot
- 🌟 References available upon request

Summary

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 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.

Experience

Product Design Lead

Aweria AB

June 2021-Present. Gothenburg, Sweden

- Product Owner of the complete product catalogue and data-driven roadmap (agile/scrum/business value), involving stakeholders.
- UI/UX design lead and project manager, e.g. designing new integrations with FHIR, AI features with mockuping, and user testing.
- Quality Manager, incl. CE-certification (class 2a medical device). Our SaaS system is clinically used in medical care (MedTech).

BIM Specialist

COWI

January 2017-June 2021. Gothenburg, Sweden

- Digitalization mgmt and BIM lead for several 5-100+ million SEK projects, with >10 fields of engineering, incl. customer consultation.
- Selected member on COWI's global VR/AR strategy team. In addition, created VR-models showcased at fairs and universities.
- Selected as the competence coordinator for "BIM/Surveying/GIS" in the COWI division Civil, involving >12 employees and managers.

IT Coordinator

COWI

August 2018-June 2021. Gothenburg, Sweden

- Supported >50 employees in the COWI Civil West department in Gothenburg, in addition to my role as BIM specialist.
- Collaborated with the COWI IT coordination network on IT strategies, software evaluation and training programmes.

Industrial Product Designer (Master's Thesis)

Electrolux

2015. Stockholm, Sweden

- Developed a personal cooling product concept for the Electrolux Home Comfort product line.
- Analyzed true consumer needs, customer insights, key selling points, trends, and competitors through market research.
- Managed cross-functional teams and design methodologies such as design thinking, usability-/heuristic evaluation and branding.
- "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)

School of Industrial Design, Faculty of Engineering, Lund University. Graduated 2016.

Industrial Design (bachelor exchange semester)

Emily Carr University of Art + Design. Vancouver, 2013.

Courses

Interaction and Mobility (7.5 credits)

Informatics/Computer and Systems Sciences. Interaction- and UX design methods. Luleå Univ. of Tech. 2019.

Researched human-computer-interaction (HCI) and developed graphical-/natural user interfaces in mobile devices and IT-systems.

Project Management Level 3

COWI internal course, Project Management. 2019.

Certified Project Manager for projects up to 1 million SEK at COWI.