



Mathias Matsson

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About me
A UX/UI designer with 10+ years of experience. Passionate about the digital user journey, working across the entire chain from data/analysis, creating hypotheses, to packaging solutions in an intuitive user-friendly design. E-commerce and SaaS products are where I have the most experience and enjoy working with the most.
Outside of work, I spend most of my time with my partner and our 4-year-old son. I enjoy mountain biking and in the winters, I like to snowboard and ski.

- Skills**
- UX Design
 - UI Design
 - Data analysis
 - Understanding of HTML & CSS
 - E-mail marketing
 - Print Design

Apps
Figma, Sketch, Adobe Suite (XD, Photoshop, Illustrator, In design, Acrobat), Google analytics (Universal, GA4), Google Tag Manager, Hotjar, Jira, Asana, Magento, Wordpress, Easyfy, Mailshimp, Klavyio, Voyado, Keynote, Powerpoint, word, excel, and more.

- Languages**
- Swedish
 - English

Goals
Building great digital products that solve user needs and learning new methods and tools that I can use in my profession.

Employment

Grau Design Agency
Dec 2022- Present
Jan 2016 - Nov 2017

UX Design Director
The agency has a strong focus on e-commerce with clients such as Mini Rodini, Granit, Indiska, Plantagen, among others. The other area of focus is service design for clients such as Ericsson, Swedavia, SL, Styrelseakademin, BidTheatre, StormGeo, Montluc, IKEA.

My role: Research, data analysis, user journeys, creating hypotheses, wireframes, designing prototypes, building design systems, and testing.

Meds Apotek AB
Jun 2021 - Nov 2022

UX/UI Lead Designer
Meds.se is an online pharmacy that aims to stand out from the traditional look and feel of a pharmacy. "You shouldn't feel sick to shop at Meds."

My role: Owner of the user journey & visual UI on both the website and the app. Research, data analysis, user journeys, creating hypotheses, wireframes, designing prototypes, writing user stories, building a design system, and QA testing.

Pindify
Jan 2012 - Maj 2021

Chief Creative Officer, UX/UI Designer
Pindify is a SaaS platform (Responsive web, iOS, Android) for brands, creatives, and influencers to collaborate more easily.

My role: Research and define user journeys, analyse usage patterns, wireframing, prototyping, lead the development team. I also had the highest responsibility for how Pindify visually presents itself within and outside the platform.

Etons Shirts
Jan 2013 - Dec 2015

Digital Art Director
Eton is a retail brand that focuses on men's shirts.

My role: I was part of the team that launched their e-commerce business. I was responsible for the visual design and user experience of the website, as well as creating the newsletters.

SprinkleBit
Jan 2018 - Mars 2019
Jun 2012 - Dec 2012

UX/UI Lead Designer
Sprinklebit is a fintech SaaS platform (responsive web, iOS, Android) with three legs: live brokerage exchange, cryptocurrency exchange, and a social virtual brokerage for education to learn how the stock market works.

My role: Owner of the user journey & visual UI on both web and in the apps. Research, data analysis, user journeys, create hypotheses, wireframes, design prototypes, build design systems, and Quality assurance.

DDB Stockholm
Nov 2007 - Sept 2012

Graphic/Web Designer
Worked with clients such as: McDonald's, AEG Live, Bjurfors, Danske Bank, Blixten & Co, Folke Bernadotte Academy, Telia, Bosch, Skoda, Volkswagen, Unilever, Lipton, Microsoft, Willy's, Wrigley's, Schering Plough Sweden, Plannja, Swedish Armed Forces, Panasonic, Paper Cut, Entercard, Cirkus Cikör, Tropicana, Unibet. My role was to design all types of graphic/web materials, banners, folders, magazines, flyers.

Education

Mediaskolan Stockholm
2016-2017

Graphic Communication

Nti-skolan
2003- 2004

Desktop Publishing