



Mathias Matsson

Principal Engineer, Experience

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About me

A principal engineer with a design background and 15+ years of experience, working end to end — from problem definition and customer research through to building and shipping in production. Passionate about the digital user journey and about packaging solutions in an intuitive, user-friendly design. B2B SaaS and e-commerce are where I have the most experience and enjoy working the most.

Outside of work, I spend most of my time with my fiancée and our kids. I enjoy mountain biking and in the winters, I like to snowboard and ski.

Skills

- Design engineering
- AI-assisted product development
- Product discovery & research
- Design systems
- UX Design
- UI Design
- Data analysis
- Design leadership
- HTML & CSS
- E-mail marketing
- Print Design

Apps

Figma, Claude Code, Cursor, VS Code, Adobe Suite (XD, Photoshop, Illustrator, InDesign, Acrobat), Google Analytics (Universal, GA4), Google Tag Manager, Hotjar, Jira, Linear, Asana, Magento, Wordpress, Easyfy, Mailchimp, Klaviyo, Voyado, Keynote, Powerpoint, Word, Excel, and more.

Languages

- Swedish
- English

Goals

Building great digital products that solve real user needs — and closing the gap between design and shipped product. I work end to end, from defining the problem to shipping it in production, and I keep pushing the methods, tools and technologies that make that possible.

Employment

Velory

Mars 2026 - Present

Principal Engineer, Experience

Velory is a B2B SaaS platform for IT lifecycle management, helping companies buy, track and responsibly retire workplace technology — from employee onboarding through to end-of-life.

My role: I take features from problem to production myself: research and customer interviews to define the problem, design and validation, then writing and shipping the code. I own the experience across the platform — UX, UI and brand identity — and lead a team of 2–3 designers. AI is what made working this way possible, and I am now rolling that approach out across the team.

Velory

Jun 2023 - Feb 2026

Head of Design

My role: Responsible for UX, UI and brand identity, and built a new design system from scratch. Moved the team towards understanding the problem before building: research and customer interviews up front, testing after. From January 2026, one of five people picked to rebuild the platform from scratch on a new stack — where I started writing and shipping production code myself.

Grau Design Agency

Dec 2022 - May 2023
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, Telia, Volkswagen, Skoda, Microsoft, Unilever, Danske Bank, Bosch, Panasonic, the Swedish Armed Forces and Unibet. My role was to design all types of graphic and web materials, banners, folders, magazines and flyers.

Education

Mediaskolan
Stockholm

2016-2017

Graphic Communication

Nti-skolan
2003- 2004

Desktop Publishing