NIKLAS EDLUND

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Work Experience

Storytel

Product Designer

December 2019 - 2024

- Led design initiatives and improved user experiences for audiobook and e-book platforms.
- Focused on user-centered design solutions and design systems.
- Conducted user testing, interviews, and analysis to enhance experiences for both new and returning users.
- Collaborated with cross-functional teams (product owners, developers, marketing) to align designs with business strategies and user needs.
- Took projects from concept to launch, including prototyping, interaction design, and visualizing user flows to improve functionality and the platform's look.

Comeon

Product Designer

Aug 2017 - Dec 2019

- Led UI/UX and visual design to ensure brand consistency across digital platforms.
- Designed interfaces focused on boosting engagement and retention by improving user flows and optimizing features.
- Worked closely with developers and product teams to meet user and business needs, resulting in better conversion rates and higher customer satisfaction.
- Actively contributed to creative teamwork, sharing ideas and feedback to ensure designs were functional and visually appealing.

Senior Visual Designer

Aug 2016 - Dec 2017

- Created appealing and effective visual design solutions.
- Developed design solutions for various brands and audiences.
- Mentored junior designers.

Marketing Graphic Designer

Oct 2010 - 2016

- Designed and led projects to boost brand visibility and market presence.
- Worked closely with the marketing team to align designs with overall strategies and goals.
- Created visual identities for campaigns across digital and print media.

Education

Hyper Island
Interaktiv Art Direction

2009 – 2010

- At Hyper Island, I developed a "learning-by-doing" mindset, focusing on creativity, innovation, and leadership.
- I worked on real client projects, including assignments for IKEA and the Swedish Armed Forces, which gave me hands-on experience in delivering design solutions for major brands.
- The program taught me how to work effectively in teams and lead creative processes, while also providing me with a strong foundation in managing design projects from concept to final delivery.

Billy Blue College of Design, Sydney
Advanced Diploma, Graphic Communication

2008 – 2009

- This education provided me with a solid foundation in graphic communication and design theory. I learned how to create visual communication that is both appealing and effective.
- I improved my graphic design skills by working on real-world projects, focusing on understanding the target audience and their needs to develop relevant design solutions.
- The program enhanced my technical expertise and gave me a broad understanding of various design fields, including print and digital media.

Medieskolan
Diplom, Design Communication

2007 – 2008

- Focused on design communication and learned how to create strong visual messages that engage and inform.
- I developed my skills in working with both digital and print media and learned how to effectively use design to convey information and influence target audiences.
- The education gave me a broad understanding of design principles and how to apply them to create effective and meaningful communication.

Norra Konstskolan

Art, Painting, and Art History

2006 – 2007

- Here I expanded my understanding of art by exploring various techniques and styles in painting while gaining a deeper appreciation for art history. Enriching my creative perspective and influencing my approach to design and visual storytelling.

Forsbergs

Evening Course in Graphic Design

2005

- The course gave me a fundamental understanding of graphic design and design principles, serving as an early introduction to the field.
- Here, I developed my first skills and learned the basic tools and techniques of graphic design, which have provided an important foundation for my work as a designer.

Internships

Britny Web Agency

Designer (Internship)

2010

- As an intern at Britny Web Agency, I contributed to design projects for clients such as Tradera and Postkodlotteriet.
- I created visual solutions and designed web elements that enhanced brand visibility and user experience.
- Using the Adobe Creative Suite, I designed and implemented graphic solutions for web and digital platforms.
- This internship provided me with valuable experience working with real clients and delivering design solutions under real-world conditions.

Hendrik Nygren

Designer (Internship)

2008

- I assisted the award-winning designer Hendrik Nygren as a graphic design assistant.
- I worked on creative projects and supported the design process, which gave me valuable insight into high-quality graphic design at a professional level.

Tools

- - Adobe Creative Suite: Illustrator, Photoshop, InDesign (basic After Effects)
- - Figma, Sketch, Marvel, Miro
- - Prototyping: Protopie, Adobe XD
- - HTML/CSS: Basic knowledge

Skills

- Brand Design: Created and implemented visual identities and branding solutions to strengthen companies and products in the market.
- Teamwork: Worked in cross-functional teams with developers, product owners, and marketing teams to ensure design solutions meet both user and business needs.
- Design Process: Experienced in driving design projects from concept to final solution, including research, user testing, and prototyping.
- User-Centered Design: Worked with user testing and feedback to improve user experience and create solutions that are both functional and visually appealing.
- Project Management: Participated in and led design projects, from defining goals and deadlines to delivering final products on time and within budget.
- Communication: Strong communication skills to collaborate effectively with both internal and external stakeholders, ensuring design solutions meet requirements and needs.