



Josefin Schönqvist

UX/UI Designer & Art Director

+8 Years Experience

Product Designer working at the intersection of UX, brand and AI. I turn ideas into structured, scalable and intuitive digital experiences — from concept to launch.

✉ Josefin@prettythings.tech

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📍 Klostervägen 7A, Stocksund (Stockholm)

📅 1992-04/30

Websites & Portfolio

🌐 [Prettythings.tech](https://prettythings.tech)

🌐 [Aihack.se](https://aihack.se)

Notable accomplishments

BRF Klostret1, Stocksund, Sweden

Board member 07/2022 - 07/2023

As a board member in my housing association, I have contributed to the daily operations that keep the association running smoothly.

Additionally, I have played a role in formulating strategies for navigating the current economic situation and analyzing its potential impact on us.

Metro & Nyheter24, Stockholm, Sweden

Debater & writer 2016-2018

It all started when a friend told me that she was home sick with her dog and my initial reaction was "Are you kidding?" And after some investigation and debating I'd understood that this was a topic many people cared about. I wrote an article advocating for the legalization of allowing people to stay home sick with their dogs. Metro found it interesting, and just three days later, I received an invitation from Swedish radio to discuss this topic.

I have written numerous articles for both Metro and Nyheter24, some of which I am proud of and others that I now have doubts about.

Education

Hyper Island

Digital Media Creative, diploma. Jan 2017 - Dec 2018

- Idea and concept development
- Business and entrepreneurship
- Brand management and development
- Creative development
- Project and production management and coordination
- Visual and market communication
- Programming and development
- Group dynamics and self-leadership

Uppsala University

Media and communication science. A course 30 points 2016-2017

KTH Royal Institute of Technology

Introduction: Programming and computer science thinking. 2017-2017

Experience

AI-Hack. Sweden

Co-founder 11/2025-Ongoing

Built an AI-focused community and event platform from concept to live events, connecting designers, developers and tech companies around applied AI. Responsible for brand identity, concept development and partnerships. Events hosted at Gothia Towers. Partners: AI Gothenburg, Winningtemp, Gothia Towers, Lovable

Tech stack:

Figma, Adobe Creative Suite, B2B Sales, Project Management, Concept Development, ChatGPT, OpenART, Lovable

Pretty Things. Stockholm & Gothenburg, Sweden

Founder & Lead Designer 01/2020-Ongoing

Freelance design consultant working across UX/UI, brand and motion, combining strategic user insight with strong aesthetics. Built my consultancy from scratch and delivered both short- and long-term client engagements. Currently integrating Generative AI and LLM workflows.

UX/Brand Designer consultant - Lynk & Co. Gothenburg, Sweden 10/2024-10/2025

During my time at Lynk & Co, I worked within the Learning and Development department, primarily creating training materials for workshops held across Europe. I was involved in the full design cycle — from structuring content and developing concepts to UX design, graphics, and advanced 2D illustrations. My projects often focused on building large, thematic concepts designed as long-term solutions. My role has been highly valued for developing creative approaches that challenge conventional ways of presenting content in the automotive industry.

Beyond my core responsibilities, I contributed to user research by conducting qualitative interviews and produced advanced animations using Duik Angela in After Effects

Tech stack:

Figma, Photoshop, Illustrator, After Effects, Qualitative Interviews & Lectora

Design Facilitator consultant – Arla Sustainability Event (via Formation AB) 08/2024-09/2024

Supported the design and execution of Arla's 2024 Sustainability Event, to define the activities 2025. Led a breakout group through design-thinking workshops, guiding participants to develop actionable sustainability initiatives and present final concepts.

Tech stack:

Workshops, photoshop, keynote & presentation.

Brand Designer consultant – Zarah Activation 05/2024-08/2024

Transformed Zarah Activation's brand from concept to launch, crafting a cohesive identity that reflects its mission for coaching professionals and business owners. Led research, workshops, and strategy sessions to define brand values, vision, and mission, while designing visual assets, social media guidelines, and the website to create a compelling, consistent brand experience.

Tech stack:

Workshops, Figma, Photoshop & webflow

Post-Production Editor consultant– “Mygg-jävlar” (Bingo Rimér/ Lejon Media x Thermacell) 05/2024-06/2024

Handled post-production for a green-screen newscast, including editing, visual effects, animations, and staging a fictional news studio to deliver a polished final piece.

Tech stack:

After Effects, Premiere PRO & Photoshop

UX designer consultant – Vyer.com 03/2024-04/2024

Contributed to two key projects: designed a platform-wide smart commenting feature, including user flows, additional UI components, and integration across multiple pages, while presenting and refining solutions based on team feedback; and redefined table content with a user-focused, UI-first approach to enhance clarity and usability.

Tech stack:

Figma, Figjam, qualitative interviews, stakeholder interviews

UX designer consultant – Precode.ai 01/2024-03/2024

Led UX and brand design for an early-stage AI startup building a tool to help project managers and developers generate structured technical briefs using OpenAI's API. Defined the brand identity and built a complete design system from scratch, while shaping the early-stage user experience through sitemaps, wireframes, and user journeys. Applied a design-thinking approach with rapid feedback loops to ensure alignment with both product goals and target users — translating complex AI capabilities into an intuitive, human-centered interface.

Tech stack:

Figma, Figjam, qualitative interviews, stakeholder interviews

Summary all clients:

Lynk & co, Arla, Formation, Bingo Rimér, Lejon Media, Zarah Coaching, Vyer.com, Precode.ai, Flygresor.se, Leadpilot.ai, Vind Group, and The Generation.

Impact Crowd Technology. Stockholm, Sweden

UI/UX Designer. 02/2021- 06/2023

At ICT, I was the sole UX/UI designer in a multidisciplinary, international team, owning UX, UI, and branding across the core product and new initiatives within the startup incubator.

I collaborated closely with product managers, developers, and stakeholders across Dubai, Gothenburg, and Spain, driving user research, usability testing, and iterative, data-driven design. I led a full redesign of the core platform used by millions of weekly users and served as lead UX/UI designer for the NFT launch in Dubai, supporting the on-site rollout.

I also initiated early exploration of AI-assisted design systems, experimenting with Generative AI and LLM tools to improve efficiency, consistency, and creative workflows.

Tech stack:

Figma, Photoshop, illustrator, After Effects, Webflow, keynote, Kano model strategy, Qualitative research, quantitative research, workshops, stakeholder presentations

Zmartbag. Stockholm Sweden

UI/UX Designer. 09/2019-01 /2020

I was responsible for designing and shaping the product experience, selecting creative assets for social media, and contributing to branding and design strategy.

I developed a cohesive design language that connected the product with social media, ensuring alignment with Zmartbag's vision and values.

Tech stack:

Figma, Photoshop, illustrator, After Effects, HTML/CSS, keynote, Qualitative research, quantitative research, workshops, stakeholder presentations

NA-KD. Gothenborg Sweden

Motion Graphics designer. 06/2019-09/2019

Two months-long contracts to take care of the motion graphic when my manager and co-worker were on vacation, with the responsibility of post production over content for their social channels as Instagram(2,1 million followers), Youtube, and Facebook.

Tech stack:

Motion graphic design(After Effects and Premiere PRO), Graphic design(Photoshop and Illustrator)

90-Success. Lisbon, Portugal

Co-founder. 09/2018-05/2019

90Success was a branding agency for startups based in Lisbon, Portugal. With a passion for startups I decided to go to Lisbon and launch my first agency as a final school project.

Clicklabs. Chandīgarh Area, India

Product design intern 05/2018-09/2018

During my internship at Click Labs I worked with: graphic design, product design, and some branding activities to align the company's umbrella - Jungleworks and all companies under the umbrella.

Promoted to Head Designer for a white-labeling project where I worked closely with one Android and one iOS team. The white-labeling(fleet management) was for a ride sharing-app powered by Mercedes Benz.

Came up with the initiative and hosted innovation workshops to help the company to utilize its talents within the company and create on its own instead of copying the western world.

MatchAds. Stockholm Sweden

Account Manager. 09/2015-10/2016

Responsibilities include: managing budgets, acquisition of new customers, care of existing customers in my portfolio, and optimization of customer campaigns to maximize ROI and CTR.

Metro. Stockholm Sweden

Project manager. 04/2014-07/2015

Responsibilities include: managing budgets, concept development of creating content marketing, acquisition of new customers, care of existing customers in my portfolio.

Skills

🎯 Core UX / Product Design

- UX Design (end-to-end)
- UI Design
- Interaction Design
- Information Architecture
- Design Systems
- Accessibility (WCAG)
- Mobile & Web Design

🤝 Product & Collaboration

- Cross-functional Collaboration
- Agile / Scrum
- Product Strategy Support
- Stakeholder Management
- MVP & Iterative Design
- Scaling Digital Products

🔧 Tools & Methods

- Figma (Advanced)
- Design Systems in Figma
- Usability Testing Tools
- Jira / Confluence
- Webflow
- Adobe Creative Cloud
- Sketch

🎨 Brand & Art Direction

- Art Direction (Digital & Brand-led)
- Brand Identity Design
- Graphic Design & Visual Assets
- Motion Design (Brand & Product)
- Concept Development
- Brand-to-Product Translation
- Launch & Campaign Visuals (Digital)

🤖 AI / Emerging Tech

- AI-Assisted Design Workflows
- Generative AI for Design
- LLM-Based Content Structuring
- Design Automation Exploration
- Prompt-Based Ideation
- AI-Enhanced UX Copy

- Google Analytics
- Hotjar
- ChatGPT
- Lovable
- DALL-E
- OpenArt
- Claude

🔍 Research & Discovery

- User Research
- Usability Testing
- User Interviews
- Journey Mapping
- Requirements Definition
- Data-Informed Design
- Stakeholder Workshops

🎬 Motion Graphics & Animation

- Motion Design (Brand & Product)
- Animated Visual Identity
- UI Motion & Micro-interactions
- Storyboarding & Visual Narratives
- Motion Systems & Consistency
- Duik Angela (rigging & character animation)