

PORTFOLIO
Victor Cronsby

**THIS IS WHAT I SOLVE:
UI/UX/SERVICE DESIGN,
QUALITY MANAGEMENT, DIGITAL PROJECT
MANAGEMENT, BUSINESS DEVELOPMENT**

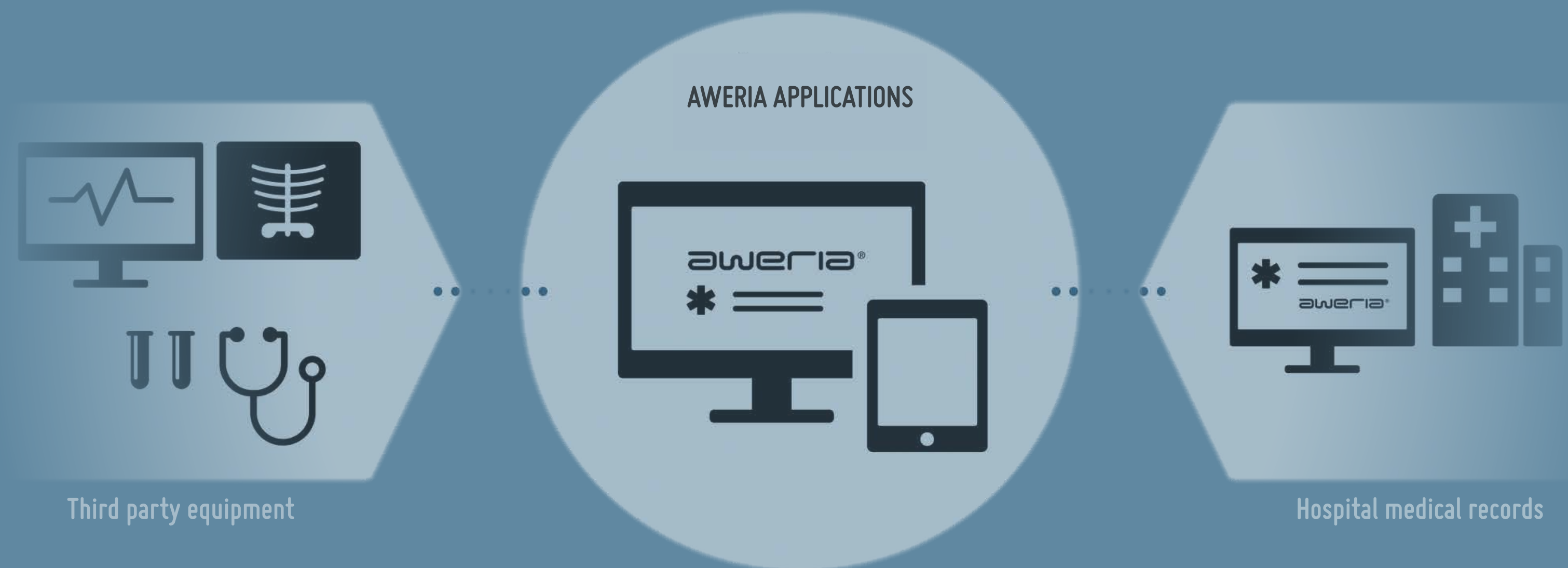




PRODUCT DESIGN LEAD AT AWERIA AB JUNE 2021-PRESENT

Aweria creates digital products and systems for emergency medical care and offers a complete AI/IT platform for the entire emergency care chain.

-- Due to business confidentiality I don't show my work here --



COWI

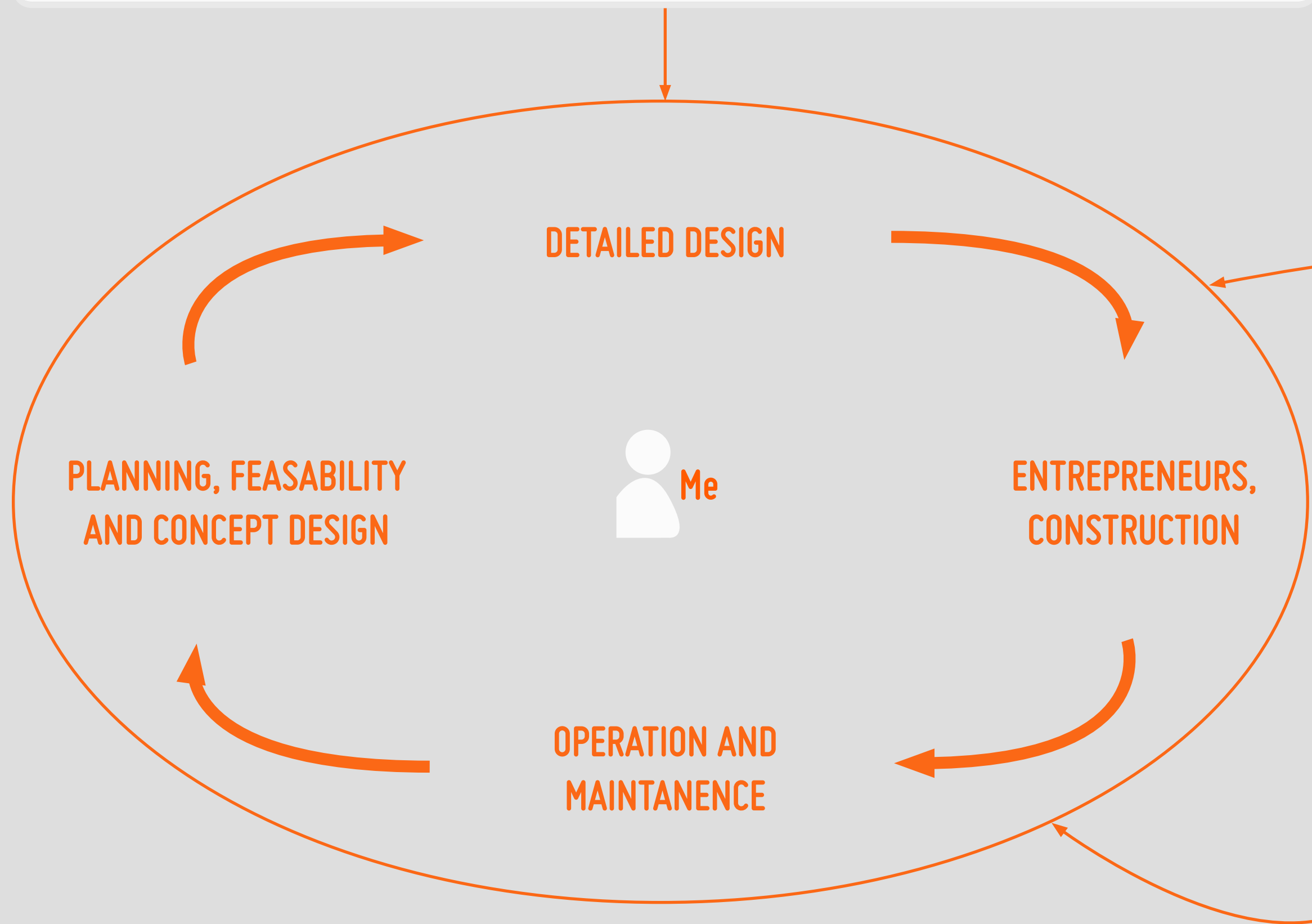
BIM-SPECIALIST AT COWI AB JAN. 2017-JUNE 2021

COWI design infrastructure, roads, railways, tunnels, bridges, buildings; managing big complex projects, large flows of data, thousands of collaborators and industry leading solutions.



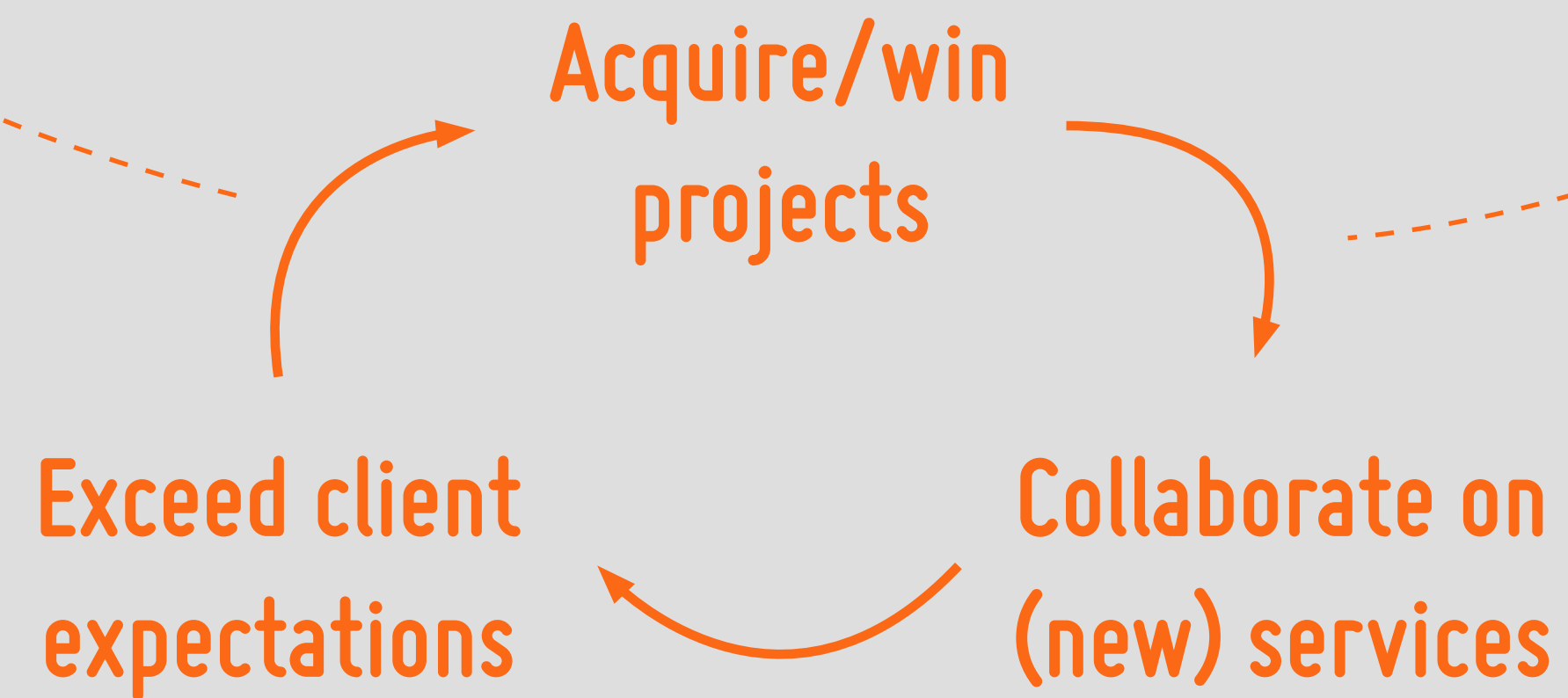
DIGITAL MANAGEMENT

I managed multiple 5-100+ million SEK projects as discipline BIM lead: coordinated cross-functional teams, handled large quantities of data, created holistic interfaces of information and collaborated to make digital models as interactive as possible.



BUSINESS DEVELOPMENT

I merged industrial design methods, such as design thinking and market analysis, with digital management to identify business opportunities. I aim to improve tools, products and services in relation to time, cost and content – and customized it to clients.



USER EXPERIENCE

With digital management and business development in mind, I kept an user-centered approach in my work. For example, I designed a platform for selling digital services – coherently and efficiently – and planned a BIM web portal as UX lead.

Communication and collaboration is key



COLLEAGUES



CLIENTS/STAKE HOLDERS



END-USERS

WORK EXAMPLES

INTERACTIVE 3D INFORMATION MODELS

I created “digital twins” of our cities, which are both visually informative while being packed with data. They are used for issue management, design validation and maintenance (“förvaltning”).



VR/AR EXPERIENCES

I was selected on COWI's global strategic VR/AR team. I evaluated software and created VR models, and have showcased them on industry leading fairs and universities.



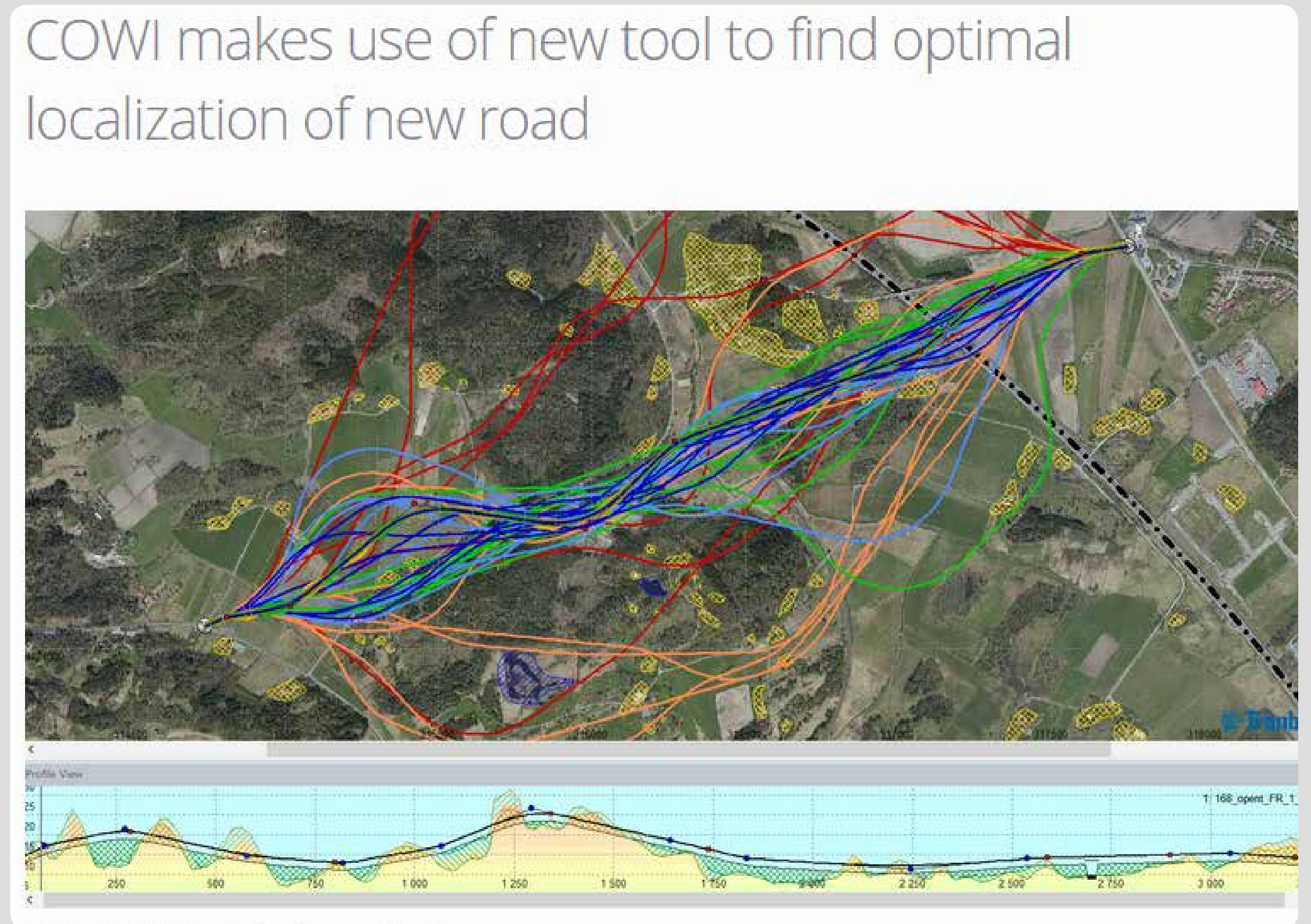
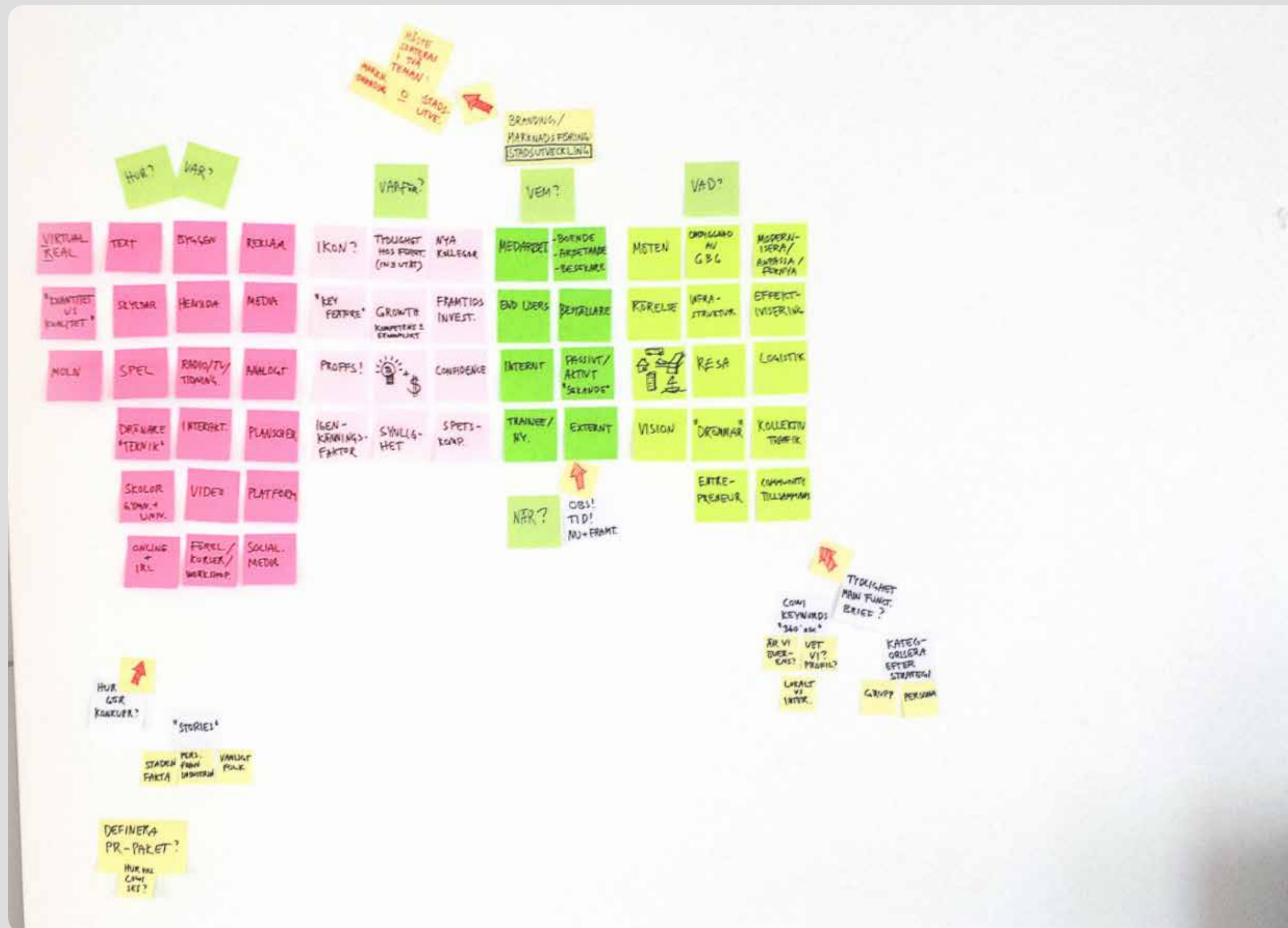
WORK EXAMPLES

COMPETENCE COORDINATOR

I was selected as the competence coordinator for "BIM/ Surveying/GIS" in the Civil division. I managed a team, including budget/investments planning, and measured in Power BI.

INNOVATION AND AUTOMATIZATION

I want to modernize and digitalize projects, and was interviewed: <https://www.novapoint.com/cowi-makes-use-new-tool-find-optimal-localization-new-road>



LULEÅ
TEKNISKA
UNIVERSITET

The logo features a large, stylized letter 'L' in a serif font. The 'L' is positioned to the right of the text 'LULEÅ', 'TEKNISKA', and 'UNIVERSITET', which are stacked vertically. The 'L' overlaps the text, with its vertical stem extending through the 'Å' and 'A'.

INTERACTION AND MOBILITY (7.5HP), LULEÅ UNIVERSITY, 2019

I started and completed an UI/UX university course in the fall of 2019
while simultaneously working 100% at COWI.
I co-designed a "Travel app" as part of the course.



"Very well done Victor! Really high level
of ambition!" – prof. Charlotte Wiberg
(Course Director), 2019-11-06



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PERSONAL COOL

Cooling of an individual (Master Thesis)



Victor Cronsby, Josefin Jäderberg
In collaboration with Electrolux, LTH and KTH



HEALTHY SNACKING

Freeze dryer and storage system



Victor Cronsby, Oskar Eriksson
In collaboration with IKEA and IDEO



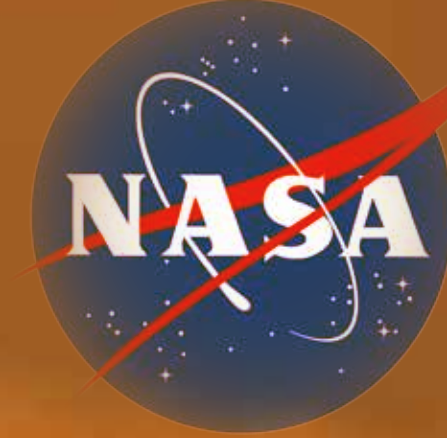


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MOBILITY ON MARS

Cable transportation
between habitats

Victor Cronsby
In collaboration with NASA



LANTERN 2.0

Portable LED luminaire



Victor Cronsby, Oskar Eriksson
Exhibited at the DMY-fair (Berlin, 2014):
our school won "Best School Exhibition".



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SEWING MACHINE

Ultra-compact and foldable



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TABLE

Height-adjustable:
ideal for compact living



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COMBINATION LOCK

Create a figure as the code



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THANK YOU