



Victor Cronsby

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SUMMARY

UI/UX design lead - with a taste for business strategy and project management. Passion for co-creating good digital products, in both large and small scale, from start to finish. Self-taught guitarist that loves music, pub quizzing and my friends.

EXPERIENCE

Product Design Lead

Aweria AB

June 2021-Present. Gothenburg, Sweden

- UI/UX design lead of the complete business line, creating products in AI/IT software systems for emergency medical care.
- Product Owner and Quality Manager (QM), including agile management of the Scrumboards and Quality Systems (QMS).
- Project Manager (PM) and responsible for the user testing, as well as coordinating client feedback into product development.

BIM Specialist

COWI

January 2017-June 2021. Gothenburg, Sweden

- Digitalization mgmt and BIM lead for several 5-100+ million SEK projects, with 10+ fields of engineering incl. client consultation.
- Selected member on COWI's global VR/AR strategy team. In addition, created VR-models showcased at fairs and universities.
- Selected as the competence coordinator for "BIM/Surveying/GIS" in the COWI division Civil, managing budget and investments.

IT Coordinator

COWI

August 2018-June 2021. Gothenburg, Sweden

- Supported 50+ employees in the COWI Civil West department in Gothenburg, in addition to my role as BIM specialist.
- Collaborated with the COWI IT coordination network on IT strategies, software evaluation and training programmes.

Industrial Product Designer (Master Thesis)

Electrolux

2015. Stockholm, Sweden

- Developed a personal cooling product concept for the Electrolux Home Comfort product line.
- Analyzed true consumer needs, customer insights, key selling points, trends, and competitors through market research.
- Managed cross-functional teams and design methodologies such as design thinking, usability-/heuristic evaluation and branding.
- "Victor demonstrated strong analytical ability, understanding of form and a high level of creativeness. He executed his responsibilities with the utmost competence and enthusiasm, and easily blended into the design team." - Martin Alexanderson, Design Director, Electrolux.

EDUCATION

Master of Fine Arts in Industrial Design (MFA)

School of Industrial Design, Faculty of Engineering, Lund University. Lund, Sweden. 2016.

Industrial Design (bachelor exchange semester)

Emily Carr University of Art + Design. Vancouver, Canada. 2013.

COURSES

Interaction and Mobility (7.5 credits. Luleå University of Technology. 2019.)

Informatics/Computer and Systems Sciences. Interaction- and UX design methods.

Researched HCI and developed graphical-/natural user interfaces in mobile devices, applications and IT-systems.

Project Management Level 3 (2019)

COWI internal course, Project Management.

Certified Project Manager for projects up to 1 million SEK at COWI.

/// Skills: Adobe CC (IL, IN, PS, XD), Atlassian (Confluence, Jira), Figma, Office 365, Solidworks. /// References available on request. ///
