Tård Wennerborg

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Summary

I am a **product, UX and UI designer** with more than 10 years experience.
In addition, I've also worked extensively within marketing and content creation.

Experiences

Product Designer at H&M Group

May 2021 - present

As part of a SCRUM team, improve the customer experience and reach business objectives on the web and in apps for H&M.

UX/UI Designer at Riksbyggen (as a consultant from Consid)

September 2020 - May 2021

Improving the user experience as well as the accessibility (according to WCAG 2.1 AA) on both new and existing parts of Riksbyggen's public website and the control panel for residents, board members and corporate customers (Mitt Riksbyggen).

UX/UI Designer at Telia (as a consultant from Consid)

January 2020 - September 2020

I helped deliver a smooth user experience and a modern and flexible user interface for Telia's Internet of Things platform together with the rest of the SCRUM team within Telia's IoT department.

The platform is used by large International companies to manage and monitor IoT devices in several different business areas. Telia is the largest telecommunications company in the Nordics.

UX Designer at Consid

January 2020 - May 2021

Working with several customers as a UX designer consultant at the IT consultant agency Consid.

UX & Web Manager at Loopia

October 2016 - January 2020

I managed a small UX and web design team with the mission to create the best user experience in the business (web hosting, website builders, email and domain services). I am proud to say that the **Net Promoter Score (NPS) related to usability increased continuously** from already high numbers when we started measuring NPS in 2012 (as you can see later in the CV I started at Loopia in 2009).

In addition to my regular work tasks, I also managed Loopia's CSR efforts (Corporate Social Responsibility) to meet our sustainability objectives.

Loopia is Sweden's largest web hosting company and domain name provider, and has a strong position in other markets like Norway and Serbia.

Marketing & Web Manager at Loopia

January 2012 - October 2016

I managed a small marketing and web design team with the mission to plan and execute Loopia's marketing and web strategies to improve sales, brand awareness and the usability of our services.

Examples of achievements, besides creative campaigns and online marketing, that kept us growing year after year:

- We **continuously improved the usability NPS score** by performing and acting on interviews, usability tests and constantly absorbing the feedback customers gave us.

- We **continuously increased the revenue per visitor** by performing A/B-tests both on the public website and inside the control panel.

- We used marketing automation to turn leads and **low revenue customers into paying/high revenue customers**. We also used marketing automation to give existing customers additional value which led to **reduced churn.**

- As early as 2012 we implemented responsive web design for both our public website and our control panel. This led to a great mobile user experience and sales in pair with desktop levels.

UX/UI designer at Loopia

September 2009 - December 2011

Web designer at Promedia

April 2009 - September 2009

Art director / Web designer at IDG Sweden

August 2005 - March 2009

Web designer / Graphic designer at Mediaprovider Scandinavia AB

January 2001 - July 2005

Web designer / Web developer at Vivo

January 2000 - January 2001

Web designer / Web developer at Dabus

August 1998 - January 2000

Non-profit work

Board member, MÄN Västerås

2018 - 2020

I co-founded the local entity in Västerås of the national organization MÄN. An organization that works for gender equality and against violence. "Redefining masculinity"

Board member, Västerås Pride

2017 - 2018

Education & Certifications

Professional Scrum Master I (PSM I), Scrum.org

www.scrum.org/user/636746

Normingenjör at Add Gender

UX Design at Berghs School of Communication

Visma Leadership Training at Visma

Conversion Manager at Conversionista

Unionen's Manager Program at Unionen

Web developing at Thelin Datautbildning

Communication and Media at Västerhöjdsgymnasiet

Computer science and microelectronics at Kavelbrogymnasiet

Knowledge & skills

UX research
- Analytics
- User testing
- Interviewing
- Surveying
- Competitor analysis

UX design
- Wireframing
- Prototyping

UI & web design
- Visual design
- Design Thinking
- Design system

Marketing
- Conversion rate optimization
- A/B testing
- Marketing automation

Work mindset
- Balancing user needs and business objectives
- Teamwork
- Self-motivated
- Agile

Languages
- Swedish (native)
- English (fluent)

Some of my favorite tools

UX/UI design
- Figma
- Sketch
- InVision
- Zeplin
- Photoshop
- Illustrator
- Pen and paper

Research
- UserZoom
- Usability Hub
- Hotjar
- Google Analytics
- Google Optimize