

# Cover letter

## + CV

### Short introduction

Daniel is a versatile designer with a passion for form, usability, inclusion and branding. With over 25 years of work experience in design and development, he has a broad competence in areas such as design systems, UX, accessibility, web/app development, graphic design, illustration, photography and more.

Daniel is a driven and self-motivated project manager who thrives in fast-changing environments where he benefits from his breadth.

**Five words that sum up Daniel:** Positive, unpretentious, flexible, responsible and ambitious.

### More about Daniel

Daniel has an eye for details and the simple. He wants to create designs that are understandable. You should have a feeling of being taken care of. Regardless of whether it's about the experience of sitting down in a chair or filling in a digital form.

Because that's where it all started, the dream of creating furniture and interiors for a more pleasant everyday life. Via 3D modeling in the computer, it was not a long step to start building and designing the web at the beginning of the millennium. A passion that grew into a livelihood in his own company. However, it transformed into Daniel's second passion in life. Music and its industry. He built websites and managed social media for both big and small stars in combination with consulting at a communication agency.

With an increasingly shaky music industry, consulting at the communications agency later became a safer source of income. In the golden age of websites and e-mags, Daniel built websites and apps on an assembly line. Everything sold like clockwork, until the market was completely saturated.

New challenges in fintech, big visions and startups. Intense, challenging and exciting. Fun years, unfortunately it didn't fly... Reloading and Daniel now applied for something more stable and large-scale. Dress up as a government official. A great responsibility to work for Sweden and its inhabitants. Daniel felt that he had ended up in the right place. But missed the challenges of his role as a UX designer. When he combined the role of

UX designer and AD lead. In the latter role, he was tasked with leading the development towards a common interface based on shared insights and principles. The basis for what would later become a design system. Daniel assumed the role of product designer in the team, which has now laid the foundation for the authority's future development. We became pioneers and also help other government institutions to work towards the same goal.

With his positive and curious personality, Daniel enjoys taking on new challenges. Used to work under pressure and quick to adapt to new situations. Good knowledge of technology, tools and methods.

Daniel has many interests! In addition to the passions already mentioned, the special interests usually change every year and have a great variety. Everything from refurbishing old bikes, being a press and concert photographer, collecting retro video games, categorizing his large record collection, doing genealogical research and planning for his ICAndermuséum.

Family means everything! Wife and two little boys full of energy brighten the days on the old 18th-century farm outside Västerås. Many building maintenance renovation projects of varying sizes are underway there.

Daniel, a cheerful and passionate person who is constantly looking for new challenges and goals.

## Knowledge overview

### Expertise

Visual communication  
Designsystem  
User interface  
User experience  
Trademark  
Availability  
Project management  
Web development  
App development  
Graphic design  
Icon design  
Logo design  
Digital design  
Press  
Typography  
Photo  
Furniture design  
Information design  
Illustration  
Social media  
User support  
Educator  
Marketing

### Working methods

Research  
Interviews  
Workshops  
Project management  
Brainstorming  
People  
User flows  
Analysis  
Survey  
Mood boards  
Storyboard  
Sketch  
Wireframes  
Mockups  
Prototypes  
POC (Proof of Concept)  
User tests  
A/B Tests  
Scrum

### Tool

Figma  
Sketch  
Abstract  
Photoshop  
Illustrator  
Acrobat  
InDesign  
WordPress  
ServiceNow  
SiteVision  
Pega  
GitLab  
JIRA  
MS Office 365  
E-Magin  
and more...

## Professional experience

### **2025-Now / HiQ Mälardalen**

Senior UX/AD consultant with focus on web accessibility

Part of the web and mobile team. Which is an in-house team that works with most customers in larger projects. Can be placed with customers in strategic roles during periods. Responsible for web accessibility and reviews.

*Example of work task: Pre-study and investigation of implementation of Inera's design system (1177.se) and design basis for services under Region Västmanland. Design basis and UX research for the Försvarets materielverk, design and accessibility review of 8sidor.se.*

### **2021-2025 / Arbetsförmedlingen**

Senior Product Designer

Develop and implement the brand in the design system's components and documentation web. Create a cohesive experience for the design system's components. Development and implementation of UI kit. Construction and systematization of design tokens. Responsibility for the development and production of color palettes, icon libraries, etc. Write and produce documentation for design patterns, design guidelines and documentation and training materials for the authority's common design tools.

*Example of work task: Prepare documentation for a new component. Research, determine accessibility criteria, needs analysis, sketch work, iteration with several teams, test, build finished component, release and evaluation.*

### **2019-2021 / Arbetsförmedlingen**

Art director lead

A strategic overall role for internal services. With the aim of developing and creating collaborations around the brand profile. Development and maintenance of the common digital guidelines with web accessibility and inclusive design. Traditional AD work in agile teams and other smaller projects. UX design and research.

*Example of work task: Development of several services. Construction of new intranet the major project during this period. Others are Sia and Panorama.*

## **2018-2019 / Arbetsförmedlingen**

UX-designer / Art director lead

With a foot in two teams and shared role as AD lead with the aim of promoting collaborations around the common UI kit. UX/AD jobs in an agile team, prototypes, implementation documents, research.

*Example of work assignment. Creation of new service Sia (Summed up internal workspace) tool for handling job applicants. Design, prototype and implementation documentation, i.a.*

## **2017-2019 / Arbetsförmedlingen**

UX-designer

Classic UX work when developing new services. Research, sketch work, iterations and implementation documents.

*Example of work assignment. Development of a new time reporting system as well as handling of medical statements from healthcare and supplementary actors.*

## **2016 / Addiva AB**

Interaction and UX Designer / Art Director Consultant

UX and concept development of internal products. UX and concept development, web production and brand for new launch of merged company.

*Example project: addTrack web-based monitoring system for service maintenance of trains. UX improvements for upcoming version. Upnorth, product development UX, web and branding.*

## **2016 / Cumula AB**

Interaction and UX Designer / Art Director Consultant

Concept visualization and project management of 2 external app projects. Marketing material for the company as well as strategy and marketing material for internal product.

*Examples of projects: ProPass, development of booking app for beauty treatments in a franchise concept. eyeVR, conceptualization of a YouTube for streaming VR film. Optima,*

## **2014-2016 / Vikingen financial software AB**

**Game/App Designer /Interaction and UX Designer / Art Director**

Loaned consultant to Cumula with project management role as well as UX/digital designer for development and development of game idea for app. Strategy building for the launch of startup companies and products. Market analysis, UX work, marketing materials, web, maintenance and support.

*Examples of projects: Cumula, development and conceptualization of a stock trading game app. Cumula Optima, web and marketing material for the company as well as a self-developed app. Vikingen, relaunch of product catalog to attract a new target group.*

## **2013-2014 / Adeprimo AB (acquisition of Leanback)**

**Art director / Interaction and UX designer**

Responsible product AD/UX for E-MAGIN with development team, project manager, maintenance and support. Web AD WordPress Projects, Office Design and Educators.

*Examples of projects: Development of the own product E-MAGIN. The focus was on new development and further development of apps and mobile web during these years. IDG, Mittmedia and LRF Media packaging of most of their magazines for digital distribution for desktop and app design. LRF Media several websites for their brands in WordPress (concept, template and design). Project management for the National Sports Confederation, digital user manuals.*

## **2008-2013 / Leanback**

**Art director / Interaction and UX designer**

Responsible product AD/UX for E-MAGIN: development, project management, maintenance, support. Inhouse-AD, Marketing strategy and branding and trainers.

*Examples of projects: Project leading designer for web productions for e.g. Västerås City, Västerås & Co, Vafab Environment. Web productions for, among others, RUSTA, VKL, OmsorgsCompagniet, PP Pension, KSAB, Moderna Hem. Project lead designer (+ animator/interactive content) for digital distribution and production (E-MAGIN) for ICA (most of their brands and magazines, Stjärnumarka, Scania, Interflora, Siemens, Tetra pak and Walt Disney Home Entertainment.*

## **2002-Now / D.E.SIGN (Daniel Eriksson Design)**

Own company with free rein, consultant, web production / graphic form / photo

Great variation over the years. Many web productions (websites), webmasters, marketing materials, strategy work, branding, cinematographer, photographer, printed matter, graphic profiles, illustrator, copywriter, editor, AD/UX temp.

*Examples of assignments: Consultant to Leanback with, among other things, editor role, writer and AD for Soda magazine which was published on behalf of SKL (SKR). Kenzan Tours, Valsaren, Riksförbundet Unga Musikanter, Azing Sport, Cabato, website*

*productions, company profiles, product photography and marketing materials. Web productions and webmasters for a number of artists and record companies such as Laleh, The Soundtrack of Our Lives, Warner Music Sweden, Subliminal Sounds, Silence Records and Dungen. Gaffa, Slitz, DN, Svenska Dagbladet, VF and others.*

## **2003-2012 / Boogievovven (The band The Soundtrack of Our Lives)**

**Webmaster / web marketing manager / photographer / graphic designer, etc.**

Creative partner, responsible for the band's web communication, marketing activities, target group building and digital design. Cover-art design, archiving, press photo, motion and still photography.

*Example of project: Building, editorial work and operation of the majority of websites, news reporting, reporter, promotional material, concert film, tour documentation, design of album covers, operation and start-up of the majority of social media, digital distribution of image and sound, fan club manager.*

## **1999-2001 / Minor project and summer jobs during education**

Web designer at [mobelguiden.se](http://mobelguiden.se) / Crossword illustrator at Omander press / Länsstyrelsen Västmanland as exhibition creator.

## **Training**

### **2019 / SAFe**

Arbetsförmedlingen

**2019 / Protection agent training**

ST / Arbetsförmedlingen

**2018 / Effect mapping XL**

inuse

**2017 / City civil servant training**

Arbetsförmedlingen

**2015 / User experience (UX and interface design City employee training**

Berghs school of communication

**2013 / Digital design & Agil UX**

Crisp

**2001-2002 / Kickstart program**

Science park

Entrepreneurship program for one year, with the goal of developing entrepreneurial companies within Science Park profiling.

**2001-2002 / Nyföretagarskolan City official training**

Educated

Training to start your own business, marketing, finance and strategy.

**2000-2001 / Graphic designer/illustrator IT trainee**

Advent

Own designed training plan for graphic designer as well as 3d illustrator, web and print. Basic IT branch training.

**1998-2000 / Interior design and contractor**

Näås KY education / HDK University of Design and Crafts

Qualified Vocational training with the aim of creating the interior/furniture designers and entrepreneurs of the future. With university courses from HDK integrated into the education.

**1995-1998 / Aesthetic art and form**

Rudbeckian high school

Basic education in art and design.

## **Miscellaneous**

Has B driving license, good habit of driving with a trailer.

Mother tongue Swedish, English very good understanding and good in writing and speaking. Has worked a lot with customers in the Nordic countries and has a good understanding of written and spoken Norwegian and Danish. Has also worked towards the German market and has knowledge at primary school level.

Has many years of experience of board work in various associations.

Has had the role of safety officer and fire protection officer.