

Jerker Janson

Senior UX/UI Designer

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Summary

Over 20 years of experience in **UX, UI, and graphic design**, creating visually compelling and **user-centered** designs for globally recognized brands in Sweden and the U.S. Expertise in both **hands-on design** and **leading teams** through concepts, prototyping and design systems. **Co-founded** a successful e-commerce agency, balancing entrepreneurial drive with a passion for solving complex design challenges.

Experience

Senior UX/UI Designer ESSIQ

2024-PRESENT, STOCKHOLM

Co-Founder / Lead Designer Tiburon

2020-2024, STOCKHOLM

- Responsible for the design and creative direction of all projects, ensuring they met both client expectations and industry standards.
- Successfully designed and launched Martie.com in the U.S. market, achieving on-time delivery and staying within budget.
- Designed the branding, packaging, and website for PROSSIONI.com.
- Developed the UI/UX for MyParfait, including a complex AI module for custom wig creation.

Lead Designer Eniro

2015-2020, STOCKHOLM

- Led the complete redesign of Eniro.se into a high-performance single-page application, resulting in a 40% increase in speed, enhanced SEO, and a significantly improved user experience.
- Drove a 400% increase in app usage by leading the redesign of Eniro's "På Sjön" app, transforming user engagement.
- Designed and launched a comprehensive marketing portal, providing seamless access to all of Eniro's customer services.

Skills

User Research
Wireframing
Visual Communication
User Flows & Journey Mapping
Prototyping
Interaction Design
Usability Testing
Iterative Design
Accessibility
Responsive Design
Design Systems

Tools

Figma
Sketch
Adobe XD
Invision
Balsamiq
Marvel
Photoshop
Illustrator

Education

Graphic Design (2006-2008)

San Jose State University
of Art and Design (Bachelor)

Interactive Design (2002-2003)

Foothill College, California
(A.A. Degree)

Graphic Design and Digital Color Prepress (1998-2000)

Foothill College, California
(A.A. Degree)



Experience (Cont.)

UX/UI Consultant Avanade / Accenture

2013–2015, STOCKHOLM

- Created the end-to-end UX design for Systembolaget.se, from initial low-fidelity mockups to full implementation, optimizing user interactions.
- Delivered UI/UX solutions for major online retail brands, including Husqvarna and NorgesGruppen.
- Designed and wireframed daily-use apps for Microsoft employees, including Microsoft NewsMix.

Service Design Consultant TietoEVERY

2011–2013, STOCKHOLM

- Designed TietoEVERY'S new Intranet
- Created the new UI for Fortum's CRM System
- Designed the UI for Fortum's customer portal (MittFortum.se)
- Wireframed and designed Union Bank's customer interface

Art Director Glactic

2010–2011, STOCKHOLM

- Research, conceptualization, userflows, mockups and design of Magine TV Streaming Service.

Digital Designer Voddler

2009–2010, STOCKHOLM

- Designed Voddler's Video on Demand service both web + TV and marketing and advertising material

Art Director VUDU

2008–2009, PALO ALTO, CA

- Designed the UI, graphic profiles, packaging, marketing, and store graphics for VUDU, which was the world's largest Video-on-Demand service at the time.

Early design experiences

- **Magazine Layout** **Café Magazine** 2007 STOCKHOLM
- **Designer** **Mosaic Center** 2007 SAN JOSÉ
- **Magazine Layout** **Slitz Magazine** 2005 STOCKHOLM
- **Designer** **VUDU** 2004 PALO ALTO
- **Art Director** **Brand Factory** 2000-2002 STOCKHOLM