

Gösta Åbergh

Senior Product Designer / Design Director/ Design Manager

I am a results-driven product designer with a strong focus on delivering impactful solutions for businesses. Mastering Figma, I have successfully tackled complex projects, including technical systems for SQL and intranet design for Försvarsmakten. At Tele2, I played a key role in enhancing customer onboarding, reducing churn, and driving revenue growth through data-driven end-to-end testing, significantly improving user experience and satisfaction.

My experience spans fintech and femtech, where I've developed innovative digital payment systems and solutions for women's health. I thrive in tight-budget environments and have successfully mentored a design team of eight at Venture Studio Levels, consistently delivering high-quality outcomes that align with business goals.

With a keen attention to detail and a collaborative approach, I ensure high standards while fostering a productive team environment. I focus on strategic problem-solving, addressing immediate challenges while keeping long-term objectives in mind. Outside of work, I enjoy exploring nature and playing board games, which helps balance my creativity with strategic thinking.

Portfolio: www.abergh.com/

Skills

 Expert

Concepting Prototyping Ideation Design Strategy

Interaction Design Product design Figma UX Design

 Very high competence

Storytelling

Experience / Assignments / Projects

Senior Product Designer / Design Manager / Design Director

Levels Group, Mar 2022 - Ongoing (2 years, 7 months)

Levels works around the areas of digital transformation and innovation, by advising and assisting large corporations, as well as start-ups on how to drive change and growth through digital development, digital design, strategy and investments.



Contacts:

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Roles:

Graphic Designer

UX / UI Designer

Industries:

Ecommerce

Entertainment

Telecommunications

Years of experience:

10-15

Education or Certification:

Forsberg School

Jan 2011 - Jan 2011

Graphic Design

Berghs School of Communications

Jan 2008 - Jan 2009

Interactive Communications

Academy of Fine Arts in Prague

Jan 2005 - Jan 2006

Scriptwriter

Stockholm Filmschool

Jan 1999 - Jan 2000

Film studies

Languages

Swedish

Czech

English



Technologies:

Figma, Sketch

Senior Product Designer**Payer, Jun 2023 - Oct 2023 (4 months)**

Payer supports companies in digitalization of business payments using our flexible API platform.

Gösta worked with their design system to make it fully MUI 5.0 and according to their standards of best practices, implemented new features such as filtering and navigation to their admin system.

Technologies:

Figma

Senior Product Designer**Afripods, Aug 2022 - Sep 2023 (1 year, 1 month)**

Afripods is the easiest way to produce, edit and grow your podcast audience in Africa. Gösta has been working in the UX-team at Afripods with the rebranding, interactions and positioning of Afripods as the biggest podcast actor in Africa. Gösta worked with numerous features and pages such as My Account, Podcasts and startpage.

Technologies:

Figma

Senior Product Designer**Nordic Outdoor Adventures, Nov 2022 - Aug 2023 (9 months)**

Discover Sweden and all that Nordic nature has to offer with NOA, the digital campfire for outdoor enthusiasts. Gösta rebranded the app in a sober colour palette, increased readability, reduced and simplified the communication and implemented features such as a map with all activities, filters and events.

Technologies:

Figma

UI Designer**Avy / Levels, Apr 2022 - Oct 2022 (6 months)**

Gösta has worked in the UX-team at Avy and has helped to establish a design system and several E-com initiatives to increase the income and also customer satisfaction.

Technologies:

Figma, User testing

Senior Visual Designer - UX & Product Design Lead for E-care (web and app)**Tele2, Feb 2019 - Mar 2022 (3 years, 1 month)**

UX & Product Design Lead for E-care

feb. 2022 - mars 2022 · 2 mån

Lead for E-care (Web and App) for Tele2
Lead for E-care (Web and App) for Tele2

Senior Product Designer

Jan. 2021 – Feb. 2022 · 1 år 2 mån

Senior Product Designer with E-care Lead for the logged in experiences for Web and App at Tele2
Senior Product Designer with E-care Lead for the logged in experiences for Web and App at Tele2

Product Designer

Jan. 2020 – Jan. 2021 · 1 år 1 mån

Product Designer with focus on Com Hem, Boxer and the Tele2 app.
Product Designer with focus on Com Hem, Boxer and the Tele2 app.

Senior Visual Designer

feb. 2019 – jan. 2020 · 1 år

Senior Visual Designer for Com Hem, Boxer and Tele2

Technologies:

Figma, Sketch, Miro, Trello

Digital Designer - Senior Visual Designer

Com Hem, Aug 2015 - Feb 2019 (3 years, 6 months)

Senior Visual Designer

Sep. 2018 – Feb. 2019 · 6 mån

Senior Visual Designer for the web experience of: Com Hem B2C, B2B, Com Hem Play, Boxer Play and Boxer.
Senior Visual Designer for the web experience of: Com Hem B2C, B2B, Com Hem Play, Boxer Play and Boxer.

Visual Designer

Feb. 2018 – aug. 2018 · 7 mån

Visual Designer for the web experience of: Com Hem B2C, B2B, Com Hem Play, Boxer Play and Boxer.
Visual Designer for the web experience of: Com Hem B2C, B2B, Com Hem Play, Boxer Play and Boxer.

Digital Designer

aug. 2015–jan. 2018 · 2 år 6 mån

Digital Designer for Comhem.se

Technologies:

Figma, Sketch, Photoshop, Illustrator, Miro, Trello

Digital Designer

Consid AB, Oct 2014 - Jan 2015 (3 months)

A consultancy agency based in Stockholm

Technologies:

Photoshop, Illustrator

Freelance Designer

Left is Right Sweden AB, Jun 2013 - Nov 2013 (5 months)

Digital Designer

Hallvarsson & Halvarsson, Feb 2012 - Jun 2012 (4 months)

A consultancy agency based in Stockholm

Technologies:

Sketch, Photoshop, Illustrator

Design Consultant

Försvarsmakten, Jun 2011 - Feb 2012 (8 months)

Digital Designer

Knowit, Nov 2010 - Feb 2012 (1 year, 3 months)

Freelance Filmmaker

B-Reel Films, Oct 2009 - Jan 2010 (3 months)

Graphic Design Internship

Kindred, Feb 2009 - Mar 2009 (1 month)

Web Manager

PlayAD, Nov 2007 - Mar 2008 (4 months)
