

Eric Jacobson

UX/UI DESIGNER — STOCKHOLM, SWEDEN

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Designs software that delivers value to businesses and users alike. Seven years across enterprise and consumer products, with an emphasis on complex, data-heavy systems, design systems, and building user-centered process inside large organizations — from research and prototyping through to developer handoff, often in a combined project manager and designer role.

EXPERIENCE

Product Designer — Freelance	2023 — Present
UX/UI Designer — Garrison Consulting	2022 — Present
UX/UI Designer — Afonso Digital	2019 — 2022
UX/UI Designer & Co-founder — Younai Design	2019 — 2021

SELECTED PROJECTS

01	Axfood — UX/UI Designer Around 25 in-store, support, financial and campaign applications designed within SAP Fiori. Took ownership of the UX process across the group's brands, ran workshops and centralized design documentation; the work led Axfood to hire its first design lead and build internal UX competence.	2022 — 2026
02	KIA — UX/UI Designer An accessories portal built around a vehicle selector, filtering the range by car model or registration number and routing chosen products to the nearest dealership as a lead rather than a direct sale.	2023
03	Förpackningsinsamlingen (FTI) — PM & UX/UI Designer Won the pitch, then led a six-month rebuild of Sweden's largest recycling organization's website: 300+ pages and a digital design system, split across four audiences but assembled from a small set of templates.	2022
04	Dakota Lithium — PM & UX/UI Designer The Power Gauge app for monitoring heavy-duty batteries off-grid, plus a custom admin dashboard. Drill-down architecture and state-of-charge alerts, taken into production with 100+ power users in beta.	2022
05	Maskrosbarn — UX/UI Designer A chat experience for vulnerable youth alongside a separate donor track. Usability-tested with both audiences; reduced drop-off in the help section and improved mobile engagement.	2021
06	WaterAid — UX/UI Designer An app for the "March for Water" campaign, letting companies run step-counting contests that raised money for clean water.	2020 — 2021
07	Textoo — PM & UX/UI Designer A mobile-first ordering flow for subtitling that replaced a failed digitization attempt, automating administrative steps and freeing internal hours.	2020
08	Kavla Upp — UX/UI Designer The national COVID-19 vaccination campaign for Sveriges Kommunikationsbyråer — web design taken through stakeholder review and shipped in a matter of weeks.	2020
09	Norna AI — UX/UI Designer A dashboard making complex, AI-generated retail purchasing trends legible to buyers.	2020

CLIENTS

Audio Pro, Axfood, Dakota Lithium, Förpackningsinsamlingen (FTI), Hilltoppers, Kavla Upp, KIA, Lev, Maskrosbarn, NIAM, Norna, Picky Living, PotteryJo, Sandqvist, Textoo, WaterAid, Winvoice

SELECTED WORK AT ERICJACOBSON.SE

PRACTICE

UX/UI Design
Design Systems
User Research
Usability Testing
Information Architecture
Prototyping
Service Design
Accessibility
Workshops & Facilitation
Stakeholder Management
Requirement Analysis
Developer Handoff
Project Management

EDUCATION

Interaction Design, BA
Stockholm University
2017 — 2020

Information Technology
KTH Royal Institute of Technology
2016 — 2017

CERTIFICATES

WAI0.1x Web Accessibility
W3C
2024

Design Process
Google
2023

REFERENCES AVAILABLE ON REQUEST