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**Petter Dahlqvist**  
Design & Strategy  
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## About

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I am a Gothenburg based designer with over a decade of experience driving business outcomes through great design. I have a passion for crafting exceptional experiences and creating meaningful digital interactions.

My strength is my general expertise that spans from design strategy to UX/UI, graphic design and product design, experience that I've obtained through a wide range of different roles and projects.

## Education

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2007 - 2010

### University of Skövde

BSc, Product design engineering

2004 - 2007

### Lerums Gymnasium

Technology, Media

## Knowledge & Skills

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### Tools & Methods

- ● ● Market driven Innovation
- ● ● Agile team management
- ● ● Figma
- ● ● Adobe Illustrator
- ● ● Adobe Indesign
- ● ● Adobe Photoshop
- ● ● Microsoft Office
- ● ● Trimble SketchUp
- ● ● Trimble LayOut
- ● ● Process and methodology development SCRUM
- ● ● Sketching
- ● ● JIRA
- ● ● GIT
- ● ● Qt
- ● ● HTML
- ● ● CSS

### Languages

- ● ● Swedish
- ● ● English

### Competence areas

UX Design  
UI Design  
Graphic Design  
Web design  
Organisational development  
Market driven Innovation  
Business Intelligence  
Business driven development processes  
Innovation methodology development  
Agile teams  
Agile UX development  
Globalisation and Localisation  
Design strategy  
Ergonomics  
Automotive  
Interaction design  
Requirement handling  
Driving license (B)  
Product development  
Test & Verification  
Validation

# Work

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2019 - Ongoing

## Petter Dahlqvist Design AB, Self employed.

UX Design & Strategy.

2023 (Ongoing)

### Branding & Website for a hotel business

Website and branding for a hotel in Sweden.

The brand work includes creation of a logotype and style guide, where the foundations of the brand were established through client workshops. The website project is driven by me towards the client and includes support of a developer. The website shall integrate to the hotels current booking system and display relevant information to hotel visitors.

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2022 (Ongoing)

### Investis Digital, UX/UI design

Creation and re-design of corporate websites design. Projects are managed by Investis Digital for several external clients. The assignment consisted tasks such as creation of responsive web, style guides, graphic elements such as icons. Most of the work is done in Figma. This is a freelance position.

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2022 (3 months)

### Website for Massage therapist company

Website for a massage therapist company, with the need of targeting a different customer group.

A pre-study including a complete analysis of business and customer flows, to establish a set of actions to achieve the goals of the project, which, among other things, include:

- A renewed and increased digital presence
- New website
- Increased and streamlined sales of specific products

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2022 (1 month)

### Enia Studio, Website UX/UI review and support

UX/UI review and support for development of a website for a digital studio.

An assignment consisting in supporting the design team with guidance relating UX and UI questions, web requirements and related topics.

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2020 (24 months)

### House design, Architecture and floor planning

An unusual project for me, slightly outside my main field. But still with many similarities.

A design of a villa located by the ocean outside Gothenburg. Architecture, interior design and planning, as in field of UX, with the end user in focus. Creation of 3D models, blueprints and related documentation.

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2018 (16 months)

### CEVT, Digital Experience Strategy & Business Specialist

The role consist of:

- Lead digital platform business development & innovation
- Lead development strategy of digital service Platform
- Lead digital platform process development
- Lead value driven methodology development
- Manage development teams
- Drive development of data structures to support all measures
- Develop and deliver KPI structures and result
- Manage internal organization development and work in close collaboration with stakeholders
- Deliver evidence based, data as decision support



# Work

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2015 - 2019

## **Knightec AB, Senior Consultant, UX**

User experience (UX) and user centered, business driven development.

2017 (11 months)

### **CEVT, UX Strategist**

Developing UX strategies for OEM's

Identifying strategies to address tier 1 role in digital value chain.

Part of a strategy team working long term to create conditions for the development of User experience within the organization. Working with tools like communication, process development and ways of working.

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2016 (12 months)

### **CEVT, UX Product Owner**

Leading a team consisting of UX designers and developers during the initial concept phase the Lynk & Co 05. The team worked in close collaboration with engineers and designers developing the foundation of the UX concept, in terms of both hardware and software.

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2016 (8 months)

### **CEVT, UX Designer**

As a member of a cross-functional team containing competences like prototyping, graphical design and UX/HMI design I was a part of creating a new car UX concept. Working closely with engineering and design department, we developed the concept using wireframes, presentations and prototyping.

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2015 (8 months)

### **Internal Knightec AB, UX specialist area.**

Leading and developing the UX specialist area internally. Shaping the offer towards clients.

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2015 (6 months)

### **Mölnlycke Healthcare AB, Product illustrations.**

An assignment containing creation of product illustrations and presentation material for posters, website and presentations.

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2015 (6 months)

### **Väderstad-Verken AB, UX design.**

Graphic / HMI support towards Väderstad in the development of an tablet interface. Working remotely to deliver Wireframes, graphics as well as analysis on existing interfaces. The assignment was run in parallel with other assignments.

# Work

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2010 - 2015

## **Semcon Sweden AB, Consultant, Interaction designer**

Interaction design, several assignments at Volvo GTT.

2014 (19 months)

### **Volvo Group Trucks Technology, UX/ Interaction designer.**

With the role as a UX designer, I worked in a cross-functional team where we created the UX concept for a truck interior. The work involved close collaboration with other team members and teams, where we, with the help of prototypes and simulations, carried the work forward. The work was done according to the SCRUM process and tools like Adobe Illustrator, Adobe Photoshop and Qt-Creator were used.

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2011 (36 months)

### **Volvo 3P, HMI-owner & Interaction designer.**

The HMI ownership role meant an overall responsibility of the interface in the infotainment display (center stack display), which was launched with the Volvo FH truck in 2012. The system contains features like Radio, Media player, Phone, Camera etc. The work included requirements definition, development of wireframes, delivery responsibility and more. During the assignment I worked with methods like SCRUM and in close cooperation with suppliers.

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2010 (4 months)

### **Volvo 3P, Language and localization administrator.**

Responsible for the translation database. The task included responsibility for Volvo internal deliveries as well as the import of translations from external translation agencies. In addition, I worked with to manage and add new texts, as well as maintaining a consistent language and terminology within the HMI system.