Henrik Höglund

Sr. UX designer with 10+ years of design experience.
7 years within finance.



Henrik is an ambitious and experienced UX designer with a broad skill set and a proven track record of delivering high-quality results throughout the UX design process. His specialties include native app design, visual design, usabillity testing, and consistently going the extra mile to enhance user experiences.

Email: henrik@henrikhoglund.se **Phone:** +46 70 00 99 027 **Location:** Stockholm, Sweden
Portfolio: henrikhoglund.se **LinkedIn:** https://www.linkedin.com/in/henrikhoglund/

Branch experience: E-commerce, Finance, Electric vehicles, Parking, Large corporations, Advertising, Startup,

Fortum App UX Designer - June 2026 - February 2027 (Consultant)

- Worked as a consultant in an integrated product team on a focused three-month sprint to take the app from good to great.
- Drove design work to level up the existing app, refining flows, interaction design, and UI to raise the overall quality and experience.

Systembolaget CX Designer - August 2025 - June 2026

- Led design of the e-commerce customer journey and checkout, from research to pixel-perfect UI, focusing on usability and conversion.
- Improved internal systems for logistics and depot operations to increase efficiency.
- Helped define strategies for digital channels to create a consistent customer experience.
- Prototyped solutions connecting digital and in-store experiences, improving product discovery and in-store navigation.

Swedbank Lead UX Designer Mobile app - March 2021 - August 2025

- Directed and mentored a team of 6 UX designers, optimizing key features of Swedbank's mobile app, including login, homepage, navigation, personal finance tools, and profile page.
- Identified and resolved over 5 critical user issues, directly contributing to new investment opportunities for the bank.
- Led an App Store optimization initiative, increasing the app's rating from 2.9 to 4.5 out of 5, and successfully achieving annual KPIs.
- Managed a high-impact development project (under NDA) that aligned design strategies with business objectives to drive growth.
- Fostered a culture of continuous improvement by organizing regular feedback sessions within the design team.

SEB Mobile UX Designer - August 2017 - March 2021

- Collaborated closely with external partner Bon-touch (Framna) to design and launch Sweden's first PFM (expense tracker) app across major banks, setting a new standard in mobile banking.
- Applied SEB's refreshed brand identity across the app, leading to the mobile design winning a Silver Award at the Swedish Design Awards 2018.
- Played a key role in SEB's design coaching program, mentoring over 100 IT teams on creating optimal mobile designs, improving the overall quality of digital products across the organization.
- Led design for the savings and investment areas, shaping the user experience for stock and fund trading features, enhancing customer engagement.

Mobillity46 Product Designer - July 2015 - August 2017

- The only designer in a small, agile team, responsible for designing and launching the Park46 system and Laddkoll app and public website, as well as an internal parking management system, driving user acquisition and operational efficiency.
- Created and established a design system that ensured consistency and scalability across all digital products.
- Developed the brand identity from the ground up and led social media and marketing efforts, building brand recognition and user base.

DDB & Tribal Worldwide Amsterdam Visual designer Intern - February 2015 - August 2015

- Designed and produced digital content for McDonald's and Heineken, strengthening their social media presence and engaging global audiences.

Education

Hyper Island Mobile Design & Development - **August 2013 - December 2014**

This program covered essential skills in designing for native platforms, developing native apps, and understanding the mobile business landscape.

Hyper Island Motion graphic Design program - **August 2010 - August 2011**

This program focused on animation, graphic design, and narrative storytelling.

Languages

Swedish - Full working proficiency

English - Native proficiency