



Magnus Lönnegren Wikensten

Lives in Malmö, Sweden

Born in 1984

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Employment

UX TEAM LEAD

Cybercom Group, Malmö October 2017 – June 2020

Team manager for our Cybercom UX team in Malmö.

SENIOR UX DESIGNER

Cybercom Group, Malmö April 2016 – Current

As a UX consultant at Cybercom, I have been working in projects ranging from complex products reaching only a few users, to products aiming for the biggest possible audiences. This together with the technology focus driven company that Cybercom is, I have evolved into being able and prepared to handle more or less any type of project or product.

Clients: IKEA, Hemocue.

UX ARCHITECT

Hello Group, Copenhagen February 2013 – March 2016

As a UX Architect at Hello, I was to ensure the best user experience and that each solution met the client's requirements and expectations. I was involved during the projects' all phases and steps, including tasks such as; user research and analysis, interviews, usability testing, information architecture, wireframing, data analytics, and much more. My projects covered responsive e-commerce and corporate websites, iPad detail aids, iOS apps, and database systems.

Clients: TDC, Telmore, Falck, Jabra, Adstream, Novo Nordisk, Cornèr Trader, CSC/Kombit.

INTERACTION DESIGNER

Kunde & Co, Copenhagen November 2010 – February 2013

My main focus at Kunde was to create the information architecture, wireframes and interaction design primarily for B2B solutions for international companies, including Grundfos, Solar, Dantherm, and Oticon. I have also been involved in making interaction design and solutions for B2C solutions for clients including DONG Energy, Stofa, and HTH.

Projects: e-business-, corporate-, campaign-, and mobile websites, intranets, and iOS apps.

INTERACTION-/USABILITY DESIGNER

Tactel AB, Malmö January 2008 – November 2010

Technical interaction design, UI flow documentation and requirement specifications of Sony Ericsson native mobile phone applications were among my primary tasks. Tactel has longstanding client relationships and I was an integrated part of the Sony Ericsson Mobile Communications team for 17 months. I have contributed to pitches aimed for the market leading Asian companies. I was also responsible for the interaction- and data flow in Mobical,

Tactel's own strategic mobile sync product, implemented by operators such as Tele2 and worldwide 1.7 million users.

Education

Programme of Cognitive Science; BSc. with a major in Cognitive Science.

University of Skövde, August 2004 – June 2007

Natural Science Programme; mathematics and computer science.

Gislaveds Gymnasium, August 2000 – June 2003

Experience

- UX design of mobile interfaces, responsive web, iOS/Android mobile and tablet applications, e-commerce platforms, and more.
- Information architecture
- Scrum & Lean UX
- User group analysis
- Personas
- Concept models
- User journeys
- Usability testing
- Sketch, InVision, Axure
- General Adobe Suite knowledge

Language

Swedish native, **English** fluent, **Danish** conversational, **French** basic

Personal

- Chairman of my co-operative housing society Brf Rönnen in Malmö since 2015, board member of the same since 2011.
- Member of the board of the student association KVHIS (Cognitive Scientists at the University of Skövde) 2005-06.