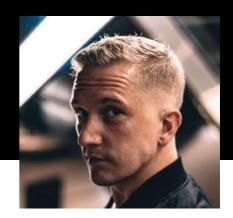
Staffan Estberg Senior Product Designer

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Summary

I'm a Swedish Product Designer with extensive experience in the creative industry. A Hyper Island alumnus. Passionate about creating products, understanding users, and making sure design empowers customers.

The last 15 years I've been helping brands across the globe to deliver successful platforms and campaigns by using creativity, technology and best-in-class production methods.

Currently based in Stockholm while previously having worked in New York, Bangkok and Kuala Lumpur.

Experience

Bangkok / Stockholm	Opacity — Freelancer / Consultant
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Mar '20 - Present New studio project. Worked with clients such as Storytel, Haypp Group,

Phyron, Vinoteket and AllaBRF.

Kuala Lumpur MoneyLion — Lead Product Designer

Nov '22 – May '23 Fintech platform that offers a range of banking and investment services for

individuals. Worked on products such as RoarMoney, Instacash and

Marketplace.

Bangkok Coinweb — Lead Designer

Dec '20 – Jun '21 Blockchain eco system based on Layer 2 technology. Worked on products

such as Blockfort, On/Ramp and Starpoints.

Bangkok Saturate — Freelancer / Consultant

Nov '07 – Mar '20 A digital product studio, previously based in Stockholm and Kuala Lumpur.

Work included design direction, graphic design, branding, concept development, user experience, interaction design and creative development.

Worked with brands such as Spotify, Klarna, Warner Music, Delivery Hero,

Swedish Match, Björn Borg and more.

Bangkok Perfect Friday — Co-Founder

Apr '16 – Apr '17 A creative agency where my role included new business and client

acquisition, resource planning and project management, business and concept development, team management, as well as hiring and reviewing.

I led and facilitated projects for both local and international clients.

Stockholm (remote) APPRL — Head of Design

Feb '15 - Mar '16 APPRL is an invitation-only service for leading digital content creators;

talent, editors, publishers and other people of influence. I redesigned the platform and all brand aspects, as well as designed and prototyped new features, concepts and collaborations including Clooset, the first influencer

monetisation platform in South America.

Stockholm ISPY — Creative Director

Apr - Aug 11 ISPY is a full service agency in Stockholm. I managed projects and designers,

and pitched solutions for new prospects and existing clients, including Notar,

Telenor and Primewine.

Stockholm Ocean Observations — Visual Designer

Aug '10 - Mar '11 Ocean is an innovation design agency in Stockholm. I designed user

interfaces across a broad range of platforms including a power plant facility, and did the initial design for the app version of the video streaming service

Viaplay.

Clients include Modern Times Group, Telia, ABB and Electrolux.

Education

Stockholm Kulturama — Film Production

Aug '09 - Jun '10 Courses included: Directing, Producing, Editing, Cinematography, Post/VFX

Karlskrona Hyper Island — Design, Technology & Management

Aug '04 - Jun '06 Bachelor's degree. Diploma for participating in UGL, a leadership course.

Kalmar University — Interactive Media

Aug '03 - Jun '04 Courses included: Web Development, Marketing, Media History & Video

Skills

Product Design, Interaction Design, User Interface Design, User Experience Design, Branding & Identity, Concept Development, Design Direction, User Research, Visual Design, Immersive Design, Design Systems, Film Production

HTML, CSS (SASS, PostCSS), JS (ES6, React), Git, SEO, WPO, WordPress, Responsive Design, Prototyping

Adobe Creative Cloud, Figma, Sketch, Framer, Principle, DaVinci Resolve

References

Vlad Ches Toby Gilbert
Design Director, MoneyLion CEO, Coinweb

Fredrik Stutterheim Crille Lampa

CEO, We Are Yours Founder, Lampa, Hellberg & Partners