PROFESSIONAL CV SUMMARY – DESIGN – LEAD – DESIGN STRATEGIST

JAN ANDRESEN

I design scalable UX systems and lead cross-functional teams to deliver intuitive, ethical, and emotionally resonant experiences. My work spans enterprise platforms, public services, and consumer products.

ABOUT ME

My career has shaped my focus on human-centered design across complex domains—from enterprise systems to public services and consumer products. I specialize in translating complex requirements into clear, scalable design systems that balance usability, business goals, and ethical considerations.

When not at work, I'm together in my habitat: dark design in a cardboard home. A degree from science, technology, and design has taught me to think across boundaries—and to question what we build and why. I'm drawn to complex problems that require collaboration between disciplines and stakeholders, but remain clear about the contribution, the boundaries, and the limits of what I can offer.

I'm interested in roles where design matters at the system level—where decisions have long-term consequences for users and organizations. I bring structure to ambiguity, facilitate cross-functional alignment, and ensure that design decisions are grounded in user needs, technical feasibility, and ethical responsibility.

UNDERSTANDING THE PLAYER

When I joined Sharkmob, I was responsible for building the user research function from the ground up. This meant establishing research methods, building relationships across the organization, and ensuring that research insights actually influenced decisions. The work was challenging because it required patience and persistence to show that research could change how we build games, not just confirm what we already believed.

CREATING A COHESIVE GAME

Early in my time at Sharkmob, I led a workshop with game developers and senior leaders to define the core experience we were building toward. The goal was to create a shared understanding of what we were trying to achieve. This became a foundation we could return to when making design decisions.

ACCESSIBILITY, INCLUSION & ETHICAL DESIGN

Accessibility and inclusion were not afterthoughts in our work. I led a dedicated accessibility workstream, conducted research with players with different needs, and ensured we could test our themselves as the game evolving accommodations in characters, clothing, and environments. And we made ethical design choices about what we would not do—including avoiding dark patterns and taking a stand on the toxicity in competitive gaming and online communities. These decisions were not easy and they required ongoing attention, but they mattered to the people we were building for.

ALIGNING THE STUDIO AROUND THE PLAYER JOURNEY

Sharkmob was a young studio with strong technical capabilities but no shared understanding of player lifecycle. While the Narrative team, I helped to define a player journey that connected the Narrative, Tech, Marketing, and Production teams around a common understanding of player experience.

DESIGNING FOR CONSOLE FIRST

Coming from mobile into the design, I transitioned the team to Xbox. I led the methods to help teams understand what console design actually means—controller ergonomics, couch gaming, and the TV as a shared screen. I also led the transition from Unreal Blueprints to Unreal Engine 5.

BUILDING INSIGHT DRIVEN DECISION MAKING

Research only matters if it changes what we build. I worked to make research insights usable. We created a shared knowledge base, established a regular rhythm of research reviews, and made research findings accessible to designers, developers, and leadership. The goal was to make research a normal part of how we build and make decisions.

SHAPING THE PLAYER EXPERIENCE

Design by intuition is not design. I helped the team develop a shared framework for evaluating gameplay, UI, and systems. We used player feedback, playtesting, and clear criteria to make collaborative design decisions across disciplines, and ensure we were building what players actually need.

WHY THIS WORK MATTERS

My work is driven by curiosity about how people learn to trust, how design shapes behavior, and how systems can be both scalable, ethical, and humane. I'm drawn to complexity, responsibility in design, and the intersection of technology and human behavior.

SENIOR UX DESIGNER 2019–2020

SHARKMOB

UX FOUNDATIONS FOR TWO RAA GAMES

When I joined Sharkmob, the studio was transitioning from two live games to one. Blackbeard was winding down, while Exborne was beginning. The team was talented but had been working in silos for years. My job was to establish the UX foundations that would allow both teams to work effectively across two very different games.

UNDERSTANDING THE PLAYER

When I joined Sharkmob, the studio was transitioning from two live games to one. Blackbeard was winding down, while Exborne was beginning. The team was talented but had been working in silos for years. My job was to establish the UX foundations that would allow both teams to work effectively across two very different games.

CREATING A COHESIVE GAME

Early in my time at Sharkmob, I led a workshop with game developers and senior leaders to define the core experience we were building toward. The goal was to create a shared understanding of what we were trying to achieve. This became a foundation we could return to when making design decisions.

ACCESSIBILITY, INCLUSION & ETHICAL DESIGN

Accessibility and inclusion were not afterthoughts in our work. I led a dedicated accessibility workstream, conducted research with players with different needs, and ensured we could test our themselves as the game evolving accommodations in characters, clothing, and environments. And we made ethical design choices about what we would not do—including avoiding dark patterns and taking a stand on the toxicity in competitive gaming and online communities. These decisions were not easy and they required ongoing attention, but they mattered to the people we were building for.

ALIGNING THE STUDIO AROUND THE PLAYER JOURNEY

Sharkmob was a young studio with strong technical capabilities but no shared understanding of player lifecycle. While the Narrative team, I helped to define a player journey that connected the Narrative, Tech, Marketing, and Production teams around a common understanding of player experience.

DESIGNING FOR CONSOLE FIRST

Coming from mobile into the design, I transitioned the team to Xbox. I led the methods to help teams understand what console design actually means—controller ergonomics, couch gaming, and the TV as a shared screen. I led the transition from Unreal Blueprints to Unreal Engine 5.

BUILDING INSIGHT DRIVEN DECISION MAKING

Research only matters if it changes what we build. I worked to make research insights usable. We created a shared knowledge base, established a regular rhythm of research reviews, and made research findings accessible to designers, developers, and leadership. The goal was to make research a normal part of how we build and make decisions.

SHAPING THE PLAYER EXPERIENCE

Design by intuition is not design. I helped the team develop a shared framework for evaluating gameplay, UI, and systems. We used player feedback, playtesting, and clear criteria to make collaborative design decisions across disciplines, and ensure we were building what players actually need.

WHY THIS WORK MATTERS

My work is driven by curiosity about how people learn to trust, how design shapes behavior, and how systems can be both scalable, ethical, and humane. I'm drawn to complexity, responsibility in design, and the intersection of technology and human behavior.

SENIOR UX DESIGNER 2019–2020

AXIS COMMUNICATION

LEADING UX ACROSS PRODUCT FAMILIES

Axis Communications operates across multiple product families, each with its own history, technical constraints, and user expectations. My role was to establish a shared design approach that could work across these families without forcing them into a single template. This required understanding the technical constraints of each product family and finding design patterns that could scale across them.

CREATING A UNIFIED UX PROCESS

The design team was spread across Sweden and Vietnam. We introduced structured collaboration methods using Miro and Figma to support asynchronous work. To the extent I were responsible for facilitating workshops, aligning stakeholders, and ensuring that decisions were documented and accessible to both teams. The goal was to reduce the friction that came from working across time zones and cultures.

BUILDING THE DESIGN SYSTEM & UX FRAMEWORK

I contributed to the design system and UX framework that supported consistency across Axis product families. The work included defining component patterns, documenting design decisions, and ensuring that the system was usable by designers and developers with different levels of experience. A design system only works if people actually use it, so adoption was a key consideration.

RESEARCH, WORKSHOP & CROSS TEAM COLLABORATION

I led research activities including user interviews, usability testing, and facilitated collaborative workshops with embedded clients with engineering, product, and business teams. Time is a finite resource in enterprise environments, so we had to be selective about what we could test and how we could make the most of every interaction. Our research approach was pragmatic and focused on what would actually influence decisions.

MENTORSHIP & CULTURE BUILDING

I helped the team develop a shared understanding of research and design practice. Part was prototyping, and helping them see the value of iteration. A designer's job is to make the work better, not to be right.

AWARDS

All the work in part or in the new installation and/or the Axis Communications Exhibition received the following awards:

- Red Dot Design Award
- CODE AWARD 2020 winner
- iF Design Award

WHAT THIS WORK REPRESENTS

My time at Axis was about bringing order to complexity, aligning teams and stakeholders, and making design decisions that could actually be implemented and maintained. The work was not always glamorous, but it mattered because it made products easier to build and easier for people to use. I'm proud of the structure we created and the relationships we built across teams and cultures.

LEAD UX DESIGNER 2017–2018

AVEVA

AVEVA MARINE — DEFINING THE FUTURE OF 3D SHIP DESIGN

AVEVA Marine is a 3D ship design software used by shipyards and design offices worldwide. My role was to define the future of the software's user experience, ensuring it could support complex workflows for decades to come.

A physical designer is understood not only how ships work, but how designers thought about interaction, workflow, and complexity. I led the design work for the Marine 2020 project, which was a ground-up redesign of the software. I worked closely with the Marine 2020 Design Group established earlier.

I created personas, user journeys, and interaction models that reflected how designers actually work, not how we assumed they work. The goal was to make the software feel like it understood the domain, not just the interface. This approach was well received by the Marine 2020 Design Group and contributed to strong adoption and positive feedback.

The work centered on 3D and PDS, which I leveraged to build compelling visual support for design decisions. Visualization was not just a technical capability—it was a way to make complex spatial relationships understandable to designers and stakeholders.

AVEVA ENGAGE — LARGE SCREEN INTERACTION DESIGN

AVEVA Engage supported emergency a dashboard for a Tier 1 North Mainnett facility. The system was used by operators managing critical infrastructure and required clear, reliable interaction design.

- Touch-optimized interfaces for large screen environments
- Glanceable information hierarchy
- Minimizing false states and unintended single touch actions
- Supporting operators under time pressure and stress

The design was tested with operators in the control room and refined based on their feedback. The goal was to make the system reliable enough to trust during the worst days, not just the easy ones.

AVEVA INSIGHT — NAVIGATION & OFFLINE MODE

AVEVA Insight is a mobile application for field operators in the process industries. The work involved designing navigation and offline functionality for environments where connectivity is not guaranteed and where the consequences of a missed inspection could be significant.

SENIOR UX DESIGNER/LEAD 2014–2017

SIGMA IT CONSULTING

FÖRSÄKRINGSKASSAN

Försäkringskassan
Logged in as sar
Logout
Help
Home
Inbox
Tasks
Administration
Administration
Administration