



Johan Alexandersson

DESIGN  TECHNOLOGY

## PROFILE

I'm Johan, I enjoy learning new things; looking at things from a perspective that I didn't know about before. My tools and mind set going into any project is the User Centred Design process with a healthy dose of Lean and Agile.

I have over 6 years of work experience in UX and Interaction design. I practice user centered design principles, basing design decisions on user needs and business goals.

I am a Certified ScrumMaster and have been practicing agile and lean methods since day one of working. I love prototyping what I design and work very close to developers to a point where I could be considered a developer myself.

## SKILLS

User Experience, Interaction Design, User-centered Design, Mobile Devices, Mobile Applications, Scrum, Agile Methodologies, Sketching, User Interface Design, Prototyping, CSS, SCSS, HTML 5, JavaScript, PHP, Ruby, C++

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## EXPERIENCE



BlackBerry  
**MANAGER, USER EXPERIENCE**

2014 - Present

Lead UX Designer for BlackBerry.com • Web and digital design for marketing programs • On-boarding and experience for Enterprise products • Redesign and rethink of Smartphones web experience



BlackBerry  
**INTERACTION DESIGNER**

2010 - 2014

Interaction design for BlackBerry Developer websites • Interaction and Visual design for the 3rd party developer sites framework • Design of sample apps • Interaction design and front-end for BlackBerry Vendor Portal where 3rd party developers can manage their apps in BlackBerry World • Interaction design for BlackBerry BetaZone Mobile client



The Astonishing Tribe  
**INTERACTION DESIGNER & SOFTWARE DEVELOPER**

2008 - 2010

Certified Scrum Master for Cascades Monitor performance tool • User Experience Design for the Products Department • Designer and Software Developer for the Motion Lab development environment

## EDUCATION



UIQ Technology  
**MASTER'S THESIS**

2008

Master's thesis on communication and mutual understanding in interface and user experience design.



Linköping University  
**M.Sc. INFORMATION SYSTEMS ANALYSIS**

2004 - 2008

Master of Science program combining systems analysis with design, computer technology and programming.