# Viktor Wrange

CX/UX/UI Designer, Brand Specialist and Web Designer

I am a skilled and passionate UX/UI designer with a strong background in web design and brand building. With over 10 years of experience, I bring a deep understanding of human behavior to create impactful designs. By focusing on the user, I develop intuitive and engaging digital experiences that leave a lasting impression. My expertise in technology and travel allows me to stay ahead of the latest trends in UX/UI design, giving my clients a competitive edge in a dynamic market.

Throughout my career, I have collaborated with reputable companies like H&M, Electrolux, Scania, Handelsbanken, Unionen, ICA, SLU, Deutsche Telekom, Beleco, and more. These collaborations have exposed me to various industries and challenges, enabling me to develop a broad understanding of different customer needs and business objectives. By customizing my solutions to align with each company's unique brand and vision, I consistently deliver results that enhance user experience and drive measurable business outcomes.

I have a diverse portfolio available on Behance, showcasing a selection of my projects. Additionally, I have worked on several projects that are not yet included in my portfolio due to confidentiality agreements. However, these experiences are described among my selected experiences.

## Portfolio

https://www.behance.net/viktorwrange

## Key Expertise

• User Experience (UX) Design
• User Interface (UI) Design
• Customer Experience
• Information Architecture
• Wireframing
• Prototyping
• Usability Testing
• Branding
• Web Design
• Photography

# Selected Experiences

- **Creative Director / CX/UX/UI Designer, Desifer (2021-current)**
  As a Creative Director, part of my role is to optimize Desifer's image and reputation. I am passionate about exploring new and creative approaches to enhance the brand's identity.

  - **CX/UX/UI Designer, Scania (2023)**
    I was responsible for rebranding a new company and its website. My work involved leading internal workshops and coming up with new creative concepts for the brand and communication. To better communicate the product to consumers, I created new illustrations and infographics to deliver eye-catching visual elements for product development.

  - **CX/UX/UI Designer, Unionen (2022)**
    I was responsible for the UX and UI aspects of developing a new digital offering to increase memberships. As part of the team, I drove discovery workshops, conducted user research and interviews, and created prototypes to guide development. Additionally, I participated in the technical planning of the new product. During this assignment, I also took on the responsibility of mentoring and training a newly graduated team member.

  - **UX/UI Designer, Deutsche Telekom (2022)**
    I was responsible for developing a new product that combined video streaming and video chat. I transformed the initial product idea into web and app designs and handled the back-end user management. Along with the core product, I also explored a gaming concept for the platform and took on the role of UX lead for this aspect of the project.

  - **CX/UX/UI Designer, Beleco (2022)**
    I was the UX/UI Designer for Beleco's e-commerce store redesign, and I took the lead in the entire development process from ideation to contracting. Working closely with the Head of Product, I conducted extensive user testing to ensure the best possible customer experience. Leveraging my expertise in Figma, I created a flexible Design System that the company continues to use to this day.

  - **CX/UX/UI Designer, Handelsbanken (2021)**
    In a Venture Building project with Handelsbanken, I worked on building a prototype that incorporated gamification to showcase a new innovation within the organization. Using Figma, I crafted the prototype with a well-designed design system that would make future production faster and more efficient.

- **Creative Director, Wrange Design (2012-current)**
  My company is the foundation of my career and has given me the opportunity to not only help my clients achieve their fullest potential but also learn about running a business and all that it entails.

  - **CX/UX/UI Designer and Graphic Designer, Lassie (2021-current)**
    I worked on large advertising campaigns in Stockholm and Gothenburg, including digital campaign material. I also played a key role in redesigning the payment flow for Lassie's customers, and assisted with their expansion into Germany by creating new insurance documentation content. Additionally, I utilized my skills in video post-production and animation for Lassie's app, and designed the logo and website for their charitable initiative, Tassfonden.

  - **CX/UX/UI Designer, Electrolux (2020)**
    Developed new concepts for B2C in North America and Asia. Responsible for UX design. Ran workshops with Electrolux employees to create ideas. I then developed these into concepts and created prototypes that we tested with users and presented to the management team and stakeholders.

*I had the pleasure of working closely with Viktor in a project at Electrolux. What impressed me the most is Viktor's ability to translate strategic challenges into creative solutions. He is a great partner in every step of the innovation process beyond the actual design. In consumer tests we got the feedback "who ever designed this is the real deal" which highlights his outstanding visual design skills. I warmly recommend Viktor if you're looking for a very talented designer with strategic height."*

*- Sofie Lindblom*

- **Web Designer, Tibi Stockholm (2020-current)**
  I redesigned their website and brand, establishing a visual guideline for the company through a workshop. My efforts resulted in a cohesive and compelling brand identity that has helped Tibi Stockholm stand out in their industry.

  For more info and reference visit: https://tibi.se

- **Creative Director and Web Designer, I-CONIC Vision (2019-current)**
  I had the opportunity to work with the startup I-CONIC, where I helped establish a strong brand identity with logo design and built their user-friendly WordPress website. My contributions were instrumental in enabling the startup to make a strong first impression.

  For more info and reference visit: https://i-conicvision.com

  *"As a brand new startup, we were a bit lost in our company identity. Viktor helped us and created a spot-on profile with logo, colors, and typography. He also built a website that felt completely right and exactly what we needed!"*

  *- Mikael Stern*

- **Web Designer, SRB Butikservice (2019-current)**
  I was responsible for redesigning and building SRB Butikservice's new WordPress website. I continue to manage and develop the site, ensuring it remains up-to-date and fully functional.

  For more info and reference visit: https://srbgruppen.se

  *"We at SRB Butiksservice have received invaluable help from Viktor in the launch of our new brand with a new website and company presentation. Working with Viktor has been a pure pleasure as he is both responsive, creative, and efficient. We have received great guidance in the collaboration and are very satisfied with the result! We warmly recommend working with Viktor!"*

  *- Johanna Gustafsso*

- **Graphic Designer, H&M (2018)**
  I had the privilege of collaborating with H&M to develop their Inclusion and Diversity (I&D) strategy. As part of this project, I designed presentation material and infographics to effectively communicate the initiative. I'm passionate about promoting equality and embracing diversity, and I'm proud to have contributed to H&M's efforts in this area.

- **Web Designer, Photo Editor and Video Producer, Curam (2018-current)**
  I took a two-pronged approach to develop the website, using WordPress for CMS and WooCommerce for the online store. I chose WooCommerce because it's one of the most widely used E-commerce plugins on the market, which simplified integrations. To showcase different ways of using the product, I created a series of short videos. I also worked with Famous Last Words to provide photos that I carefully edited to create a great impression and color-graded for accuracy. The end result was an outstanding website that showcased the product in the best possible light.

  For more info and reference visit: https://curam.se

  *"Lovely person who keeps what he promises, incredible competence that comes with rewarding*

*views and creative suggestions, accommodating, 100% committed, educational, easy and fun to work with and always does that little bit extra. Super talent simply!"*

*- Marie Jansson*

- **Graphic Designer, Photographer and Video Producer, Qualisys (2016-current)**
  I had the pleasure of collaborating with Qualisys, a leading provider of precision motion capture and 3D positioning tracking systems. It all started with a photo shoot, but it grew into a long-lasting partnership. Together, we redesigned their brand identity completely and produced both digital and physical products. I still keep a close relationship with Qualisys and help them with marketing material from time to time.

  For more info and reference visit: https://www.qualisys.com

  *"I highly recommend Viktor. We have worked together for a couple of years and still do. He is fun to work with and a talented graphic designer. He balance strategic issues, creative concepts and practical considerations. He also has the skill and experience to take a concept and execute it with a craftsman's attention to details."*

  *- Helen Holmqvist Rydén*

- **Creative Director and Web Designer, Greensway (2013-current)**
  I have a long-standing relationship with Greensway that began with a brand identity project and has since grown to include numerous collaborations. Together, we worked on Greensway's website, which evolved into a comprehensive portal for their various services. We also collaborated on app development, which required extensive UI/UX design. In addition to these projects, I provided assistance to Greensway with their educational platform, both on the customer-facing side and with internal CRM and automations.

  For more info and reference visit: https://greensway.se

- **Graphic Designer and Photographer, Swedish University of Agricultural Sciences (2012-current)**
  Throughout the years, I had the pleasure of working on a variety of projects for SLU that involved graphic design and photography. One of these projects was a long-standing collaboration with the biotech science project Mistra Biotech, which was founded by Mistra. I was fortunate to serve as both the Graphic Designer and Photographer for the entire 8-year duration of the project. Even now, SLU remains a valued customer, and I'm proud to say that we continue to maintain a close relationship.

  *"Viktor is responsive to your ideas and goals, thorough, and has a high integrity in that he does not deliver a product that he himself is not 100% satisfied with."*

  *- Anna Lehrman, Mistra Biotech*

- **Web Designer, HästSverige (2012-current)**
  I provided valuable assistance to HästSverige by successfully migrating their website to WordPress and giving it a complete redesign. Additionally, I demonstrated my exceptional leadership skills by spearheading the development of an e-learning platform. Using WordPress, I personally designed and built the entire site. I'm dedicated to this project and continue to manage the platform to this day, as a testament to my commitment to delivering the best possible outcome.

  For more info and reference visit: https://hastsverige.se

  *"For several years Viktor Wrange has worked as a consultant for the website HastSverige.se. His assignment has included both layout work and development of a completely updated web site. VW has also had several assignments as a photographer in which I have been a customer. In all contexts VW has provided good advice, demonstrated professional skills and a customer-oriented attitude. I*

*can therefore recommend his services."*

*- Göran Dalin*

- **Graphic Designer and Photographer, Swedish University of Agricultural Sciences (2011-2013)**
  I had the honor of working in-house at the Division of Communication at the Swedish University of Agricultural Sciences, where I created various graphic design productions and took photographs for the university and different science projects. My work included capturing portraits, lifestyle images, and events, and I took great pride in knowing that my contributions were highly valued and helped drive the success of the university's initiatives.

  *Winner, category educational program (2012)*
  *- Svenska publishing priset*

- **Photography Assistant, Mattias Fredriksson Photography (2008-2010)**
  I had the opportunity to work for Mattias Fredriksson, a world-renowned outdoor and adventure photographer. As his first-ever assistant, I managed post-production, organized his extensive archive, and assisted on photoshoots. Additionally, I implemented a new, modern image delivery system via FTP to improve customer relations and streamline image delivery.

- **Photographer & Photo Editor (2007-2008)**
  After graduating, I had the pleasure of starting my career as a Photographer and Photo Editor at the Division of Communication at the esteemed Swedish University of Agricultural Sciences. My role involved capturing stunning visuals for commercial purposes, and I was thrilled to be recognized for my work with the prestigious Svenska Publishing Prize in the educational program category.

  *Winner, category educational program (2018)*
  *- Svenska publishing priset*

# Expertise

## Skills

- Creative Direction
- User Experience (UX) Design
- User Interface (UI) Design
- Customer Experience
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- User Research
- Design Thinking
- Visual Design
- Graphic Design
- Branding
- Brand Building
- Photography
- Photo Editing
- Videography
- Video Editing
- Typography
- Responsive Design
- Mobile App Design
- Web Design
- Wordpress
- Motion Design
- HTML/CSS
- Accessibility Design
- Content Strategy
- Copywriting
- Agile Methodology
- Project Management
- Leadership and Mentoring
- Team Collaboration
- Stakeholder Management
- User-Centered Design (UCD)
- Human Centered Design (HCD)
- Analytics and Data Analysis
- Design Systems
- Sketching and Illustration
- E-commerce Design
- Iterative Design
- Visual Branding
- Content Creation
- Concept Development
- Design Research Methods
- Collaborative Problem-Solving
- Creative Strategy
- Product Design
- Storytelling
- Workshop Facilitation
- Adaptability and Continuous Learning

## Tools and technology

- Figma
- Adobe Creative Suite
- Photoshop
- InDesign
- Illustrator
- Adobe XD
- Animate
- After Effects
- Premiere Pro
- Audition
- WordPress
- WooCommerce
- LearnDash
- Monday
- Airtable
- Jotform
- ChatGPT
- Zeplin
- Sketch
- Google Analytics
- Google Search Console
- Google Workspace
- Visual Studio Code
- cPanel
- Office 365
- Word
- PowerPoint
- Google
- Youtube

## Education

- Berg School of Communication - Graphic Design (2011)
- Grafiskt utbildningscentrum - Multimedia and photography (2004-2007)

## Language

- Swedish (native)
- English (fluent)