



Viktor Wrangle

Senior Product Designer & Brand Strategist

I am a driven and experienced Senior Product Designer with over 15 years of expertise in UX/UI design, product design, branding, and design systems. My focus is on creating intuitive, user-centered products that solve real problems and drive business outcomes — working close to users in a lean UX mindset to continuously test, iterate, and validate.

Beyond craft, I contribute to product strategy and business vision, working cross-functionally with engineering, stakeholders, and leadership to shape products from discovery to delivery. I am passionate about building scalable design systems, optimizing workflows, and ensuring consistent brand experiences.

I have had the privilege of collaborating with companies such as H&M, Electrolux, Scania, Handelsbanken, Unionen, and Deutsche Telekom, and currently work in-house at Vyer, a Swedish PropTech SaaS company, as Senior Product Designer.

My portfolio, available on Behance, showcases a selection of projects. Several other projects are protected by confidentiality agreements but are detailed among my experiences in this CV.

Portfolio

<https://www.behance.net/viktorwrange>

Key Competencies

- **Product Design:** End-to-end design from discovery to delivery, balancing user needs, business goals, and technical feasibility.
- **Product Strategy:** Contributing to product vision, roadmap thinking, and business strategy in close collaboration with leadership and stakeholders.
- **UX Research & Validation:** Working directly with users in a lean UX mindset, continuously testing and iterating to drive meaningful outcomes.
- **Design Systems:** Building and maintaining scalable, component-based design systems in Figma that support consistent product experiences.
- **Brand Identity:** Overseeing visual identity and brand strategy, ensuring coherence across product and communication touchpoints.
- **Cross-functional Collaboration:** Bridging design, engineering, and business through structured processes, workshops, and stakeholder alignment.

Selected Experiences

- **Vyer (May 2025–present)**
Senior Product Designer

Working in-house at Vyer, a Swedish PropTech SaaS company specializing in technical property management. Responsible for end-to-end product design across the platform, including UX strategy, interaction design, and building and maintaining the Vyer Product UI Library in Figma. Also oversees the company's brand image, ensuring a consistent and cohesive visual identity. Works closely with users in a lean UX mindset — continuously testing and iterating to validate needs and drive meaningful outcomes. Drives product design from discovery to delivery, working cross-functionally with engineering, CPO, and stakeholders to shape both user experience and product strategy. Actively contributes to business strategy and the long-term vision of the product.

- **Wrangle Design (2012–present)** *Part-time*

- **Founder, UX/UI Designer, Graphic Designer, Web Designer & Photographer**

As the founder of Wrangle Design, I've built my career by offering tailored solutions in UX/UI design, graphic design, web design, and photography. The company has allowed me to help clients realize their visions while gaining valuable experience in business management, project leadership, and long-term client relationships.

- **Hugo Stenbeck Foundation (2023–present)**

- **UX/UI Designer & Web Designer**

- Designed and built the foundation's new website from scratch in WordPress, focusing on responsiveness, user-friendliness, and accessibility. Created custom features to meet the foundation's needs and improved its digital presence.

- **Brakeley Nordic (2024–present)**

- **UX/UI Designer & Web Designer**

- Designed and developed Brakeley Nordic's new website in WordPress with a focus on responsiveness, user-friendliness, and brand alignment. Optimized site structure and visual content to strengthen the company's digital presence and professional image.

- **Lassie (2021–2023)**

- **UX/UI Designer, Motion & Graphic Designer**

- Contributed to advertising campaigns and digital materials, redesigned payment flows, and supported Germany's expansion with new content. Designed the Tassfonden logo and website, and created video post-production and app animations.

- **Electrolux (2020)**

- **UX/UI Designer**

- Developed new B2C concepts for North America and Asia, led workshops, created prototypes, and conducted user testing. Presented solutions to management and stakeholders, highlighting their strategic and visual strengths.

- **Buddys (2020–present)**

- **UX/UI Designer & Web Designer**

- Designed and built the Buddys website with a focus on user experience and responsiveness. I continue to maintain and develop the site while managing its hosting to ensure a reliable digital presence.

- **Tibi Stockholm (2020–present)**

- **UX/UI Designer & Web Designer**

- Designed and developed the company's website and rebranded their visual identity. Established visual guidelines through workshops, resulting in a strong and cohesive brand identity.

- **I-CONIC Vision (2019–present)**
UX/UI Designer, Web Designer & Graphic Designer
 Designed and developed the company's website in WordPress and created its logo, establishing a strong brand identity and delivering a great first impression for the startup.
- **SRB Butikservice (2019–present)**
UX/UI Designer & Web Designer
 Designed and developed the company's new WordPress website and continue to maintain and improve it, ensuring it remains up-to-date and fully functional.
- **H&M (2018)**
Graphic Designer
 Designed presentation materials and infographics for H&M's Inclusion and Diversity (I&D) strategy, effectively communicating and promoting the initiative.
- **Curam (2018–present)**
UX/UI Designer, Web Designer, Photo Editor & Video Producer
 Designed and developed the website in WordPress with WooCommerce for e-commerce. Continued development includes expanded functionality such as event management, ticket sales, and integrations for accounting systems and payment solutions.
- **Smith & Thell (2018-2022)**
Graphic Designer, Illustrator, and Photographer
 Collaborated with Smith & Thell as a graphic designer, illustrator, and photographer, creating tour materials, merchandise, and album artwork, including the vinyl release of Pixies Parasol. Delivered cohesive visual identities across media through design and photography that reflected the band's artistic vision.
- **Qualisys (2016–2022)**
Graphic Designer, Photographer & Video Producer
 Collaborated with Qualisys to rebrand their identity and produce marketing materials for both digital and print. The partnership began with a photo shoot and evolved into a long-term relationship.
- **Roxy Recordings (2016–2021)**
Graphic Designer, Photographer & Video Producer
 Created label covers, merchandise, lyric videos, and tour materials as a graphic designer, photographer, and video producer, enhancing branding and promotion for the label and its artists.
- **Greensway (2013–present)**
UX/UI Designer, Web Designer & Graphic Designer
 Developed Greensway's brand identity, website, and a comprehensive portal for services. Contributed to UI/UX design for app development and their training platform, supporting CRM and automation solutions.
- **Swedish University of Agricultural Sciences (SLU) (2012–present)**
Graphic Designer & Photographer
 Collaborated on numerous projects, including an eight-year partnership with the Mistra Biotech project. Continued contributions include graphic design and photography, reflecting a strong and valued relationship.
- **HästSverige (2012–present)**
UX/UI Designer & Web Designer
 Led the migration and redesign of HästSverige's website to WordPress. Designed and developed a new site supporting e-learning and continue to maintain and improve the platform.

- **Desifer (2021–present)**

- **UX/UI Designer, Web Designer, Consultant & Creative Director**

- At Desifer, I combine client consultancy with internal initiatives to strengthen the company's brand and reputation. As Creative Director, I lead the development of Desifer's visual identity and ensure a consistent and inspiring brand experience. For clients, I have delivered UX/UI design solutions for innovative products and services, collaborating with companies such as Handelsbanken, Scania, Unionen, Deutsche Telekom, and Beleco. My projects range from user-centered design and prototyping to building sustainable design systems and facilitating creative workshops.

- **Handelsbanken (2023–2024)**

- **Product Designer (UX/UI)**

- Responsible for developing and maintaining Handelsbanken's Design System, including building UI kits in Figma, creating scalable components, and ensuring compliance with WCAG 2.2 standards. Collaborated with developers to implement design into code, improving the system with research on tokens, variables, and optimized workflows.

- **Scania (2023)**

- **UX/UI Designer**

- Redesigned a company's brand, website, and digital product. Led workshops, developed creative concepts, and created illustrations and infographics to enhance communication and support product development.

- **Unionen (2022)**

- **UX/UI Designer**

- Led UX/UI for two new digital services aimed at increasing memberships. Conducted workshops, user research, and created prototypes for user testing—one through prototype-based tests and the other via a smoke test page and qualitative offer testing. Contributed to technical planning and mentored a junior colleague.

- **Deutsche Telekom (2022)**

- **UX/UI Designer**

- Developed a new product combining video streaming and video chat, from concept to design for web and app, including backend user management. Also explored a gaming concept for the platform and acted as the UX lead for this part of the project.

- **Beleco (2021-2022)**

- **UX/UI Designer**

- Led the redesign of Beleco's e-commerce store. Conducted user tests to optimize customer experience for both external customers and internal sales staff. Created a sustainable design system in Figma still used by the company.

- **Handelsbanken (2021)**

- **UX/UI Designer**

- Participated in a Venture Building project where I created a prototype with gamification to demonstrate a new innovation. Designed the prototype in Figma using an efficient design system to facilitate future production

- **Swedish University of Agricultural Sciences (2011–2013)**

- **Graphic Designer & Photographer**

- Worked in the communications department on graphic design and photography, producing portraits, lifestyle images, and event documentation that supported university initiatives.

- **Mattias Fredriksson Photography (2008–2010)**

- **Photography Assistant**

- Assisted renowned photographer Mattias Fredriksson, managing post-production, archives, and implementing an FTP system for efficient image delivery and client handling.

- **Swedish University of Agricultural Sciences (2007–2008)**

Photographer & Photo Editor

Started my career in the communications department, where I photographed for commercial purposes and edited images. My work was recognized with a nomination for the prestigious Swedish Publishing Prize in the educational program category.

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
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
Googling

Tools and technology

Figma
Linear
Claude
Adobe Creative Suite
Photoshop
InDesign
Illustrator
Adobe XD
Animate
After Effects
Premiere Pro
Audition
WordPress
WooCommerce
LearnDash
The Events Calendar
Monday
Notion
Airtable
Jotform
ChatGPT
Midjourney
Miro
Trello
Jira
Slack
Zeplin
Sketch
Google Analytics
Google Search Console
Google Workspace
Visual Studio Code
cPanel
Office 365
Teams
Word
PowerPoint
Dropbox
Google
Youtube

Education

- **Berg School of Communication**
Graphic Design (2011)
- **Graphic Education Center**
Multimedia and Photography (2004–2007)

Language

- Swedish (native)
- English (fluent)

Books that have inspired me

- *Deep Work: Rules for Focused Success in a Distracted World* by Cal Newport
- *UX Strategy: Product Strategy Techniques for Devising Innovative Digital Solutions* by Jaime Levy
- *Lean UX: Designing Great Products with Agile Teams* by Jeff Gothelf and Josh Seiden
- *Sense and Respond: How Successful Organizations Listen to Customers and Create New Products Continuously* by Jeff Gothelf and Josh Seiden
- *Continuous Discovery Habits: Discover Products that Create Customer Value and Business Value* by Teresa Torres
- *Outcomes Over Output: Why Customer Behavior Is the Key Metric for Business Success* by Joshua Seiden
- *Empowered: Ordinary People, Extraordinary Products* by Marty Cagan and Chris Jones
- *Escaping the Build Trap: How Effective Product Management Creates Real Value* by Melissa Perri
- *Hooked: How to Build Habit-Forming Products* by Nir Eyal
- *Nudge: The Final Edition* by Cass R. Sunstein and Richard H. Thaler
- *Thinking, Fast and Slow* by Daniel Kahneman
- *The Design of Everyday Things* by Don Norman
- *Atomic Habits: An Easy & Proven Way to Build Good Habits & Break Bad Ones* by James Clear
- *The Cold Start Problem: Using Network Effects to Scale Your Product* by Andrew Chen
- *Rise of the Robots: Technology and the Threat of a Jobless Future* by Martin Ford
- *Inspired: How to Create Tech Products Customers Love* by Marty Cagan
- *Skin in the Game: Hidden Asymmetries in Daily Life* by Nassim Nicholas Taleb
- *The Lean Startup: How Constant Innovation Creates Radically Successful Businesses* by Eric Ries
- *Algorithms to Live By: The Computer Science of Human Decisions* by Brian Christian and Tom Griffiths