

Mattias Ludvigsson

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Summary

A creative and reflective Experience Designer with a humble, curious and open mind, who transform needs to values along the customer journey – combining user empathy, business impact and product thinking when developing usable and profitable digital omni-channel solutions.

Work Experience

Senior UX Designer → Göteborgs Stads Parkering

JAN 2026 → PRESENT

Leading service design initiatives and UX design across Parkering Göteborg's digital and physical customer touchpoints.

Principal UX Designer → IFS

JUN 2025 → DEC 2025

Leading service design for a new configuration studio allowing more flexible and automated workflows while mentoring junior designers and supporting the manager.

UX Lead → Lynk & Co

APR 2021 → MAY 2025

Leading design from idea to launch across the companion app and multiple web channels, driving higher ratings, sales, and customer satisfaction, while mentoring junior designers and managing the UX team (Oct 2022–Apr 2024).

UX Lead → Collector Bank

MAR 2016 → MAR 2021

Leading design of apps and web channels from idea to launch, boosting self-service, ratings, and sales, while mentoring junior designers and introducing a data-informed agile process backed by a new design system.

Senior UX Designer → Stendahls

SEP 2014 → MAR 2016

Designing responsive e-commerce and marketing sites for agency clients while deepening skills in impact mapping, behavioral segmentation, and user research – delivering concepts and strategic recommendations that strengthened brand identity and drove measurable business impact.

Interaction Designer → HiQ

AUG 2009 → AUG 2014

Designing responsive websites, infotainment systems, and native apps across in-house and consultancy roles – building adaptability, domain breadth, and a track record of integrating quickly into new teams to deliver user-centered results.

Previous employment

MAR 2008 → MAY 2009 Interaction Designer → Volvo IT

OCT 2005 → MAR 2008 Information Management Consultant → Sigma Technology Group

MAR 2001 → NOV 2002 Usability Engineer → Ericsson

JUN 2000 → FEB 2001 Interaction Designer → Red Message

FEB 1998 → MAY 2000 Information Engineer → Sigma Technology Group

Education

M.Sc. HCI & Interaction Design → Chalmers University of Technology

2003 → 2005

B.Sc. Product Design Engineering → University of Skövde

1994 → 1998

Strengths

Curious mindset & quick learner
Holistic thinker & problem solver
Positive attitude & solution-oriented
Detail-oriented & quality-driven
Collaborative & strong team communicator

Skills

Thinking analytically & strategically
Collecting needs & requirements
Doing user research & testing
Wireframing views & flows
Utilizing patterns for apps & responsive web
Building interactive prototypes
Developing guidelines & design systems
Implementing brand & identity
Creating concepts & design
Doing design thinking & facilitating workshops
Working with accessibility & inclusion

Clients

Akademiska Hus → RWD
APM Terminals → RWD, ANALYSIS
Astra Tech → ANALYSIS
Bulldog Media Group → ANDROID APP
Collector Bank → RWD, IOS+ANDROID APPS
Electrolux → IOS+ANDROID APP
Ericsson → RWD, DESKTOP APP
Europ. Athletics → RWD, IOS+ANDROID APP
FlexLink → RWD, STYLEGUIDE
Folkspel → ANDROID APP
Gunnabo Security Group → RWD
Göteborg & Co → RWD
Göteborgs Stad → RWD
Haglöfs → ANALYSIS, APP CONCEPT E-COM
House of Ports → RWD, E-COM
Husqvarna → ANALYSIS, APP CONCEPT
IFS → ENTERPRISE RWD
Jotun → RWD
Lynk & Co → RWD, E-COM, IOS+ANDROID APPS
Mack Trucks → ANALYSIS
Parkering Göteborg → RWD, IOS+ANDROID APP
Renault Trucks → ANALYSIS
Runelandhs → RWD, E-COM
SCA → WEB APP
SKF → IOS+ANDROID APPS, STYLEGUIDE
SJ → RWD
Telia → ANALYSIS
Tingstad → RWD, E-COM
UD Trucks → RWD
Volvo Cars → RWD, HMI, IOS+ANDROID APP
Volvo Group → ANALYSIS
Volvo IT → RWD
Volvo Parts → ANALYSIS
Volvo Penta → IOS APP
Volvo Trucks → HMI, IOS+ANDROID APP, ANALYSIS
Wallenstam → RWD