

Hello, I'm Joachim.

I'm a UX and product designer who creates design systems, multi-platform experiences, and products that scale. I enjoy taking ideas from early research and sketches all the way into production, building solutions that make work faster, smoother, and more impactful.

Work

Feb 2024 – Present
Malmö

Head of User Experience and Design at CodeScene

- Responsible for UX and design across both product and marketing, making sure the experience feels consistent and user-focused.
- Used analytics tools, user interviews, workshops, and flow diagrams to spot friction points and smooth out user journeys.
- Led a full redesign of CodeScene's website, giving it a modern design language and sharper messaging around technical debt. I also built and shipped the designs myself, using AI to cut costs and avoid extra developer hand-offs.
- Started a design system for the platform/product, laying the foundation for scalable, consistent development.
- Worked with enterprise customers to understand their challenges and translate them into usable solutions.
- Supported leadership and customer success with UX input, while also producing content and materials to help communication and strategy.

Jul 2022 – Jan 2024
Malmö

Lead UX Designer at Walr

- Led UX for the Walr Platform, working closely with clients and end-users to design solutions that aligned with their needs and goals.
- Established a design system that became the backbone of the product, providing consistency, speeding up iteration, and enabling scalability across teams.
- Took designs beyond concept by building production-ready implementations, bridging design and development and accelerating delivery.
- Conducted user research and usability testing, refining the UI to streamline workflows and reduce friction for users.
- Supported branding and marketing initiatives to ensure a consistent identity across product and communication channels.
- Recognized with the Rising Star award and Employee of the Month for significant contributions to product and team success.

Nov 2019 – Jul 2022
Malmö

UX Lead at CDON

- Managed a team of UX designers and frontend developers, responsible for the entire e-commerce platform.
- Introduced A/B testing and CRO practices, which quickly became part of how the team worked and helped improve conversion.
- Built and maintained a large design system, giving developers and designers a common foundation to work from.
- Partnered with Google UX specialists for audits and workshops, which gave us valuable insights and guided platform improvements.
- Regularly presented UX work across the company, helping others see its impact on the business and building wider support.

Nov 2011 – Nov 2019
New York

Lead Designer at Fancy

- Oversaw product design for a global social e-commerce platform, while also managing a small design team.
- Designed experiences across Apple Watch, Google Glass, Apple TV, iOS, Android, tablets, and web, as well as marketing material and user flows.
- Worked with Apple and Google to launch Fancy as an Apple Pay partner; the apps were also featured several times on the App Store and Google Play.
- Contributed to securing \$53M in funding at a ~\$600M valuation, while helping scale the platform to millions of users.
- Helped drive high-profile collaborations (e.g., Hermès) and expanded Fancy worldwide to 30+ languages with same-day delivery in 100+ cities.

Apr 2011 – May 2012
Stockholm

Product Designer at Keyflow

Designed and refined UI for a digital communication system used by event organizers and their guests, improving clarity and usability of the platform.

Feb 2011 – Jun 2011
Stockholm

Designer at Identity Works

Collaborated on brand and digital projects for clients including Spotify, Rodebjer, TV4, Twilfit, Pocketshop, Swish, and others.

Sep 2009 – Jun 2010
Växjö

Internship at GivAkt (Yellon)

Supported client projects and completed bachelor's thesis.

Apr 2007 – May 2015
jlofstedt.com

Freelance designer

Crafted user experiences for mobile and web applications, including impactful projects for international clients.

Education

Aug 2007 – Jun 2010
Linnaeus University

Bachelor's degree in Interactive Digital Media

Specialized in web development, media production, and information design.
Awarded the Markussens Scholarship for outstanding academic performance.
Completed bachelor's thesis in collaboration with agency GivAkt.

Aug 2004 – Jun 2007
Teknikum

Information Technology Programme, Secondary School

Combined advanced math/physics with specialization in CCNA and web design.

Connect

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