

Mårten Angner - Interaction Designer

1973-12-24, Klubbacken 49, 12939 Hägersten, Stockholm, +46 70 777 05 79, marten@angner.se



Great interaction makes great business!

UX designer, usability consultant and digital innovator focused on the development of responsive websites, mobile applications and e-commerce sites that create better business on the Internet. In projects for all types of clients, from small businesses to multinational brands, I work with strategy, concept development and visual design. Through my experience as a digital visionary, I always see the next step clearly and am happy to contribute to the entire team effectively achieving common goals. I make sure that all digital systems I work with provide maximum value back to the business and it is important for me to pursue the mission at hand until the final goal is reached!

As a person, I am enthusiastic and I always see opportunities in every situation. I started my first design agency at age 19 and I have run my own business since then. Over the years, I have also had time to be employed in leading IT and media companies and have also worked at digital agencies.

Method development has been a natural part of my work and I am passionate about structuring that knowledge into workable solutions and share them with others. Today, I am often invited to speak at conferences and industry events and I actively participate in various

training programs at design schools, like Hyper Island, Forsberg and Bergh's School of Communication. Many know me best as "The Sketch Guy" because I have trained over 2,000 people in interactive sketching techniques.

At the moment I am primarily interested in assignments as a UX designer for advanced digital projects. With my extensive experience and strategic skills, I find that I am most stimulated when I can come in during the early planning of a project. Helping existing development teams with coaching and support is also something I find very interesting. Here, my efficient methods and team leadership experience can achieve its greatest value.

Assignments like digital designer

My signature method as a designer is the way I work with hand-drawn sketches on paper and whiteboard. With a direct visual dialogue, cooperation becomes very effective. The design process becomes tangible and the whole team can contribute regardless of technical knowledge.

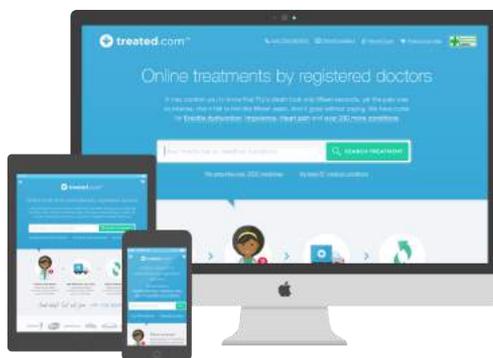
During my 20 years as a designer, I have participated in several hundred projects and accumulated a wealth of experience in efficient methods for all kinds of digital channels. Here are some examples of finished projects. See more examples at www.angner.se:



Bythjul: Design of responsive e-commerce for the tires and rims

The scandinavian leader in online sales of tires and rims. My contribution was the design of a stripped-down ordering process that did not require the customer to have any prior knowledge of tires at all.

See the website:
<http://www.bythjul.com>



Treated: Design, from scratch, of a UK online pharmacy

Treated.com is a pharmacy business in Manchester in northern Britain. The vision was to create the simplest and clearest ordering experience for medication. The assignment was to make this a reality.

See the website:
<http://www.bythjul.com>



Fyndiq: App for dating the best bargains in the mobile

As digital innovator, I have often presented new ideas and solutions to businesses and organizations. An example of this is an idea with a view to bringing customers Fyndiq to explore a very wide range in a simple and fun way like dejtingappen Tinder. The idea is that the customer is sweeping right of the offers they want and left for things that are not interesting.

Download the app here:

<https://itunes.apple.com/se/app/fyndswipen/id1056707372>

Assignments like usability expert

As an usability expert, I've met more than a thousand people in Uses tests of eye motion camera. This, in kombinatton with a burning interest in how people work, shop and communicate with each other in the digital media, has given a number of insights about how the system needs to be designed to be framångsrika.

Eye-tracking is one of my most important tool in the evaluation of user experiences in digital systems. An eye motion camera shows basically what users think. By analyzing the behavior I help clients to better understand their customers and to make well-Founder development decisions. Besides usability tests, I use analysis of visitor statistics, contextual depth interviews, focus groups and A/B tests to optimize conversion online. Here are some examples of assignments in usability. See more exemples at www.angner.se.



IKEA: Eye-tracking study and presentation about the digital customer meeting

To inspire and to more effectively optimize the IKEA customer meeting, I conducted an Eye-tracking study and presented the results at a lecture in Älmhult where representatives of the entire IKEA's web team was present.

See the presentation here:

https://www.youtube.com/watch?v=XKpEreG_wHU



Box Experience: Eye-tracking study

A well-known player in the experience-gifts online and in its own stores. After evaluation of the site with eye-tracking I was commissioned to create a new user interaction associated with re-design of the service.

Read more about the project here:

<http://angner.se/blog/martens-eye-tracking-study-became-a-how-to-guide/>



Tradera: Analysis of purchase behaviors

Tradera is one of the world's largest auction sites on the web. Results from an eye-tracking study could be linked to the analysis of visitor statistics and results, which was to say the least astonishing, yielded several new insights into user behavior online. Eye-tracking data ascertain why certain categories converter better than others.

More about the project can be shown in a private meeting.

Speaker and Teacher

For several years, I have often been invited as a lecturer in communications and digital trends at conferences and industry events. I also provide customized training for companies and organizations that want to take the next step in the digitization. Even the country's three leading design schools: Bergh's School of Communication, Forsbergs and Hyper Island I will be regularly invited to teach.

In parallel with the work as a designer, I have gathered the most effective ways of working and made them into courses. The most famous is the course in direct visual communication with hand-drawn sketches. Participants learn in a few hours to express themselves visually on paper and whiteboard and can easily make the abstract concrete. I have trained over 2000 people so far and among customers, we find the majority of digital agencies in Stockholm and also many of the rest of the country.

It is quite naturally for me to take a leading or coaching role in the development team. It is exciting under a longer time to see people grow in their role and follow a team and implementing new and more effective ways of working.

Several of the talks have been filmed and published online. On my YouTube channel you can find examples of previous presentations, lectures and seminars:

<https://www.youtube.com/channel/UC9YkiWwdSv5VDMHyKYDqSVA>

Curriculum vitae

During most of his career, I have been running my own business in various forms. During the period, I have also been employed by leading web and media companies.

Entrepreneur

Jan 2011 – Ongoing

Whiteport, Digital innovator

Design collective functioning as a virtual web agency. Started with 8 designers all over Sweden and one designer in Berlin. WhitePort takes all kinds of digital design projects. Through partnerships with development companies in Ukraine and Poland, we also offer technological development to provide turnkey deliveries.

Jan 2000 – 2005

A walk in the park, UX-Designer

At the turn of the millennium I started a freelance network of entrepreneurs who worked with new media. The collective work as a virtual design studio and most attended 13 designers, copywriters, developers and project managers who were all involved in the project with new web sites.

Oct 1995 - Jun 1996

Tidskriften Konstvärlden. Designer.

At age 22, I got the prestigious assignment on their own to give shape to the art world at that time was the largest art magazine. Stacks of photographs and manuscripts on paper would turn into an attractive product for store magazine racks

Mar 1993 – 2000

Mårten Angner Interface & Design, Art director

Only 19 years old, during the last year of my graphic education, I started my own freelance business. In the beginning, customers were mostly small local businesses and clubs in Uppsala and Stockholm, but also institutions at Uppsala University and an international professional organization.

Employments

- Mar 2007 – Mar 2008 **inUse AB, UX-Designer**
One of Sweden's leading consulting company with a focus on usability. With my background as a designer I was hired to work on the design and usability with extensive IT projects for both large multinationals and government agencies. Meanwhile, on InUse I learned to master the power control method, something which has since served as a beacon in the work as an usability consultant.
- Okt 2005 – Mar 2007 **Eniro Sverige AB, Webb designer och Interface designer**
Eniro AB published the Swedish telephone and provided the first inquiries online. The company offered the opportunity to work with the user interface in a variety of projects where I could leave an imprint in products for both individuals and businesses, as well as social networking.
- 2004 – Feb 2005 **Backbone Consulting AB. Interaction designer.**
The company had for more than 15 years, developed the CRM system to support its customers föräljnings- and marketing. My role was to develop from scratch the most important application for creating modern look and feel while making it more accessible and easier to use.
- Feb 2005 – May 2005 **Mobispine AB. Interaction designer och art director.**
I was invited to develop interfaces for a messaging service for mobile telephony. In addition to the interface to the company's digital products I took out the logo and graphic identity programs as well as the company website and marketing materials.
- Feb 1999 – Jul 1999 **Drax Industries. Digital art director.**
As an employee of the stock exchange comet Drax I designed both the Web and printed materials. Among the tasks included working with usability and "user does not face design". One of the projects was to design the first Internet site, with the possibility of booking tickets online, SF Cinema, the largest cinema chain.
- Nov 1997 – Jan 1999 **ETC production. Art director about web-production**
ETC is a well known and respected magazine, focuses mainly on culture and politics. It was started by journalist Johan Ehrenberg during the 1980s. The business grew, and in the late 90s the company had developed into "a full service publishing company" and an agency for the design of all types of media. My task was,

among other things, to design the magazine ETC when it first came out on the web and updating the paper every week.

Training Manager

Mar 2009 – May 2009 **Bergs School of Communication. Course coordinator evening course for design professionals**

A ten-week evening course in interactive marketing and design. The target group was the designers and copywriters experienced in classical Design and marketing but with a desire to develop their knowledge and experience in interactive media. The course was highly appreciated and all the students gave the rating of 4 or higher on a 5-point scale. Because of the positive evaluation decided Bergs School of Communication to offer the course even on spring next periods.

Military service

Nov 1994 – Jan 1996 **The Royal Swedish coastal fleet**

The compulsory military service I did in the coastal fleet as a photographer at the Berga Naval Base. With my background as a graphic artist I also design many current publications and make the first digitization of the Navy's graphic profile.

Education

Aug 1990 – May 1994 **Senior high school**

At Graphic Education Center in Uppsala, I got a high school education in the subject Print Media, which gave unique knowledge of typography, among others. With teachers from from Almqvist & Wiksells classic printing we had to learn everything from typography and blyättning to desktop publishing and graphic production with QuarkXPress, Illustrator and Photoshop. The work I did as a designer for a new experimentally magazines in full color in Stockholm from March to May 1994.

Knowledge and skills

For me, leadership is a natural part of the work as an innovator. I naturally take a leading role in the project as well as I love to work effectively as part of a team. After many years of driving in the networks and projects, I have great experience to coach others and help young talents to grow into their role as consultants and designers.

Strategic work I do with ease. It is exciting to read a business, defining the vision and mission and translate these into measurable goals for the business. Power steering and power mapping is the method I use primarily in strategic work.

I am comfortable working with all kinds of applications for the design and rapid prototyping. What proved most effective are hand sketches on paper or whiteboard, which I developed to perfection. Over the years as a designer, I have worked with several different creative processes where design studio and lean startups worked best.

Very experienced in working with Indesgn, Illustrator and Photoshop and have mastered the basics of Sketch.

Swedish and English, both in speech and writing.

Have a B license and the van driver.

Website and blog

For more information about looking at my homepage, where beskris more detail how I work. There is also a collection of previous projects: <http://www.angner.se/>

References

References available upon request.