



Mikael Wiberg

Senior UX Designer and Strategist

Education

M.Sc Industrial Design / Chalmers

2016

UX Design · Usability · Digital Services ·
Branding · Prototyping · User Research

B.Sc. Product Design / Chalmers

2014

User Centered Design and Research ·
Client Projects · Engineering Knowledge

Skills

UX Design · User Flows · Wireframes ·
User Research and Testing · Agile · AI
Tools · Workshops · Communication ·
Figma · Data analysis · Data driven
design · WCAG · Adobe Creative Cloud ·
Principle · UX Strategy · Design Systems
Apple Human Interface Guidelines ·
Material Design

Contact

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Experience

Freelancing UX Lead / PayPal

Mobile apps and hardware

Research

2024 – Today

I designed, piloted and released a new PayPal card reader across EU and US markets.

- Incorporated user feedback about the new experience, resulting in increased payment speed and satisfaction
- Led design of new features and growth projects for card readers and the PayPal point of sale app on iOS and Android that increased revenue
- Tested concepts with merchants in retail, food/drinks and events
- Advanced the design system with a better component architecture for iOS, Android and the card reader
- Won an innovation competition globally at PayPal for an emerging new business idea.

Senior UX Designer / SEBx

Mobile apps

Strategy

Research

2022 – 2024

I promoted user-centered design by setting up a data driven research process, and by creating a scalable design system for a financial app for small business owners.

- Led user research, wire-framing and design of multiple major features released in the app
- Set the strategic product direction with future concepts from a design and business point of view
- Created a new app structure and hierarchy and set patterns across iOS and Android

Lead UX and Service Designer / Volvo Group

Mobile apps

Web

Pilots

2017 – 2022

I brought the customer's voice to the design of Volvo's emerging digital services as part of the Innovation Lab.

- Led design for apps accelerating the shift towards electric vehicles and streamlining construction logistics
- Designed several multi-actor B2B services, including marketplaces, logistic and maintenance services
- Led UX- and service design for the setup of Volvo's innovation hubs and participated in a one year leadership program across San Francisco, Tokyo and Gothenburg
- Designed and coded embedded truck UIs