

Richard Wålander

Product Designer & UX Lead

Contact

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- Stockholm, Sweden
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- GitHub
- Dribbble
- Behance

Strengths

- Product design
- UX & UI design
- Design systems
- User research
- Jobs-to-be-done
- Product discovery
- Product analytics
- A/B testing
- Design leadership
- Figma
- React Native
- Flutter

Profile

Product designer with 20 years across design, product management and development. I lead design for products used by millions, build design systems that web, iOS and Android teams actually share, and use Jobs-to-be-done and product analytics to decide what to make. Strongest where design, product and engineering meet.

Experience

2024 – Now
Stockholm (hybrid)

SCRL

Senior Product Designer

- Lead design for SCRL, a top-ranked app with 7M users in the USA for making seamless Instagram carousels and photo collages.
- Work with cross-functional teams to deliver innovative, user-centred design solutions.
- Shape SCRL's creative features so they stay intuitive and visually appealing.
- Drive iterative design improvements from user feedback and performance metrics to raise engagement.

2023 – 2024
Stockholm

Bokadirekt

Design Lead Marketplace

- Led the design of a web and mobile marketplace for the health and beauty industry: an app with 6M users and 2M bookings a month, through detailed user research and UI/UX optimisation.
- Created and managed a cross-company design system in Figma, shared across web, Android and iOS, improving design consistency and efficiency.
- Led and mentored a design guild of 4 designers, with regular workshops and feedback sessions.
- UI/UX design, user research and product discovery with the Jobs-to-be-done framework, leading to a 20% increase in mobile adoption among Bokadirekt consumers.

2020 – 2022
Stockholm

FirstVet

Senior Product Manager

- Led the rewrite of FirstVet's iOS and Android apps, introducing a design system and reusable UI components, for better performance and user experience.
- Implemented event-based tracking and product analytics with Firebase to monitor key product KPIs, increasing data-driven decision-making efficiency by 20%.
- Launched and tested a B2C subscription model in the US, achieving a 25% increase in subscriptions within six months.
- Standardised partner integrations, raising annual integrations from 2–3 to around 20.

2018 – 2020
Stockholm

Cool Company

Head of Design & Product Manager

- Built a design system for mobile and web, reducing design inconsistencies by 30%.
- Conceptualised and built the MVP of a Tinder-style freelancer-assignment matching service: 50% more freelancer engagement within three months.
- Led the launch and market-viability assessment of a new service and the funding campaign that secured 4.2 million euros for continued development.

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Education

Linköping University
Master of Science
2001 – 2006 · Linköping, Sweden

Experience, continued

2017 – 2018
Stockholm

Springworks
Head of Design

- Established a design system and branding guidelines for a connected-car SaaS platform, improving design coherence by 40%.
- Used impact maps, product analytics and KPIs to align user behaviour with business goals: 35% more partner engagement.
- Ran A/B tests, user trials and growth initiatives that improved partner success rates by 20%.
- Worked with business development on service concepts and pitches that secured partnerships with two major European telecom operators.

2015 – 2017
Stockholm

MyNumbers
UX Lead & Mobile Developer

- Built a design system and designed the MVP of a business finance app on iOS, Android and web.
- Formed and mentored a design team of 3.
- Designed the front-end architecture of the React Native app for Android and iOS.
- Led product-market-fit testing and won the first 1,000 customers in a beta programme.

2012 – 2015
Stockholm

Rebtel
Product Owner / Lead UX Designer

- SEO work that reached #1 on Google for international-calling keywords: over 1M unique visitors a month.
- Redesigned signup and onboarding, increasing conversion from signup to first payment by 400%.
- Rebranded and implemented a responsive design system across channels.
- Introduced subscriptions, raising CLTV and annual revenue by 40% to $100 million a year.

2010 – 2012
Stockholm

Telepo (acquired by Mitel)
UX Lead Designer

- Led UX for an office suite for SMEs (messaging, presence, mobility, call recording) on Android, iOS, Mac, PC and web.
- Helped scale product and company, with partnerships at Telia, Telenor and Hutchison (3).
- Built a customisable framework that aligned the apps with about 20 operator brand identities.

2006 – 2010
Stockholm

Ericsson
UX Manager, UX/UI Designer, UX Tester

- UX Manager: led a global UX community and introduced internal UX standards and best practices.
- UX/UI Designer: designed telecom software interfaces; wireframes, prototypes and user testing cut usability issues by 25%.
- UX Tester: usability testing and user research that showed where telecom products needed to improve.