

# Martin Sandström

Research / Strategy / Design / Evaluation

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Eligible and available for work in UK and EU

## The Elevator Pitch

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Hands-on digital product designer since 2007. I define and implement design strategy across agency, start-up and corporate environments. My approach is systemic and user centred.

User research and problem definition are the foundations of my process. From this I get the basics right, proceeded by behavioural and emotional design to create engagement and business value.

I hit goals and milestones by talking to the users, communicating with my team and stakeholders and defining success criteria.

## Work Experience

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2022.07 -	<b>UX Consultant, Money Means, Remote</b>  Defining and designing the MVP experience for online financial advice startup Money Means.
2021.05 -	<b>Senior Experience Designer, Legal &amp; General, Hove/Remote</b>  Service design lead for the employee experience with main focus on digital tools and IT support journeys.
2020.11 - 2021.05	<b>Senior UX Designer, Splendid Unlimited, Remote</b>  Spring: Complete design overhaul of automotive retailer network websites, with the aim of increased sales and service lead generation.  Winter: Working with IA and page templates to find balance between flexibility and rigidity of a bespoke CMS in the property development sector.
2020.09 - 2020.11	<b>Mobile Product Design Consultant, Hard Rock Casino, Remote</b>  Design overhaul of the registration flow and lobby of the iOS app.

- 2020.09 – 2020.10 **UX/UI Designer, Brave, Remote**
- 2019.05 – 2020.08 **UX Consultant, AdviceBridge, Remote**  
 Advisor role for a fintech startup focusing on retirement planning. Journey mapping and responsive web design to make the complex world of financial planning more accessible and engaging.
- 2018.11 – 2020.08 **UX Consultant, Claymore, Remote**  
 Advisor role for online sportsbook and casino challenger brand; ibet. Worked with the C-suite to define best-in-class user experience and manage the UI development. I also did the redesign of the staff-facing back office UI.
- 2018.04 – 2018.10 **Lead UX Consultant, Critical Mass, London**  
 Global web redesign for Mitsubishi Motors, and customer self-serve portal for UK-based financial services giant.
- 2017.10 – 2018.03 **Lead UX Designer, Splendid Unlimited, London**  
 Mobile and desktop app concepts for unified communication solutions for the SME business segment.
- 2017.01 – 2017.07 **Lead UX Designer, EDF Energy, Hove**  
 User research focused projects in the connected home (IoT) and energy services (appliance detection) domains.
- 2016.02 – 2016.12 **Senior UX Designer, William Hill, Gibraltar**  
 UX design and research for the online casino and sportsbook responsive website. Successfully redesigned and launched WH's in-play football UI.
- 2016.01 – 2016.01 **Lead UX, AMV BBDO, London**
- 2015.10 – 2015.12 **Lead UX Designer, Splendid Unlimited, London**  
 Shaping the online client portal for one of UK's leading investment management firms.
- 2015.09 – 2015.10 **Senior Interaction Designer, Fjord, London**  
 Redesign of the online retail experience for an iconic footwear brand. I was responsible for the checkout user journey.
- 2015.02 – 2015.06 **Senior UX Design consultant, Seren Design, London**  
 Research, requirement distillation and iterative design work. The work included winning a pitch for designing NOW TV's broadband bundle proposition.

- 2013.09 – 2015.01      **UX designer, OVO Energy, London**
- Except for UX work on the customer service portal and sales site, I was part of an incubated startup, running a lean UX process to design, build and launch Mylo; a bill splitting mobile app for house shares.
- 2012.11 – 2013.08      **Interaction designer, SSE Labs, London**
- Working closely with the business and product owners to map out energy and smart meter related service propositions, alongside improving our existing service for SSE's customers.
- 2011.05 – 2012.11      **Interaction designer, Onzo, London**
- Empowering people to make informed decisions about their energy usage. I encouraged behaviour change with the help of persuasive design methods and data visualisation.
- 2010.07 – 2011.04      **Interaction designer, Native Design, London**
- Design for the digital user experience, in close relationship with the physical product. I mainly worked on compact camera interfaces with a combination of touch screens and physical controls.
- 2007.03 – 2010.06      **Interaction designer, TeliaSonera, Stockholm**
- As part of the design and usability team, I made the WAP2 mobile web a tiny bit better. Key tasks included design and branding for mobile, web and desktop, documentation and usability testing.

## **Fancy Diploma**

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- 2001.09 – 2007.03      **Master of Science in Interaction Technology and Design**  
Umeå University, Umeå, North of Sweden (very cold and dark)

## Tools of The Trade

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### Designing

- Sketch
- Figma

### Testing and feedback

- UserZoom
- Usertesting.com
- SurveyMoneky
- TypeForm

### PM & Documentation

- Jira
- Trello
- Confluence
- Zeplin

### Prototyping

- Axure
- InVision
- Figma

### Web analytics

- Google Analytics

### CMS

- Wordpress

## Methods

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### System mapping

- Process maps
- Customer journeys
- Service blueprints

### Research

- Contextual inquiry
- 1-2-1 interviews
- Diary studies
- Surveys

### Ideation

- GV design sprints
- Creative workshops
- Brainstorm techniques
- Trends and domain research

### Testing

- Think aloud protocol
- Open/closed card sorting
- A/B testing

## Knowledge of Languages

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Swedish	Native
English	Pretty fluent by now
Japanese	Pretty rusty by now
German	Ich habe fast alles vergessen