

CV

# MARCUS ADRIANSSON

SENIOR UI/UX, VISUAL & PRODUCT DESIGNER

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**URL**

[www.marcusadriansson.se](http://www.marcusadriansson.se)

**CONTACT**

[hej@marcusadriansson.se](mailto:hej@marcusadriansson.se)

# EXPERIENCE

## Polisen

June 2024 - NOW

Full time

### UI/UX Designer

The mission of the Swedish Police is to reduce crime and increase public safety. Through crime prevention, the police work to ensure that fewer crimes are committed. The aim is also for more crimes to be solved.

My main responsibility is to oversee and maintain the digital part of Polismyndighetens graphic identity. By creating a design system that will be used within all of Polismyndigheten we will achieve a more cohesive look and gain trust amongst the citizens of Sweden. Working with IT for the technical solution and distributing a UI-kit for designers it will both save time and make sure all designers that work with digital products is using the right visual resources.

#### Key success and learnings

- Design system and asset library build from scratch.
- Develop and define identity for digital channels.
- Working for Sweden's largest authority with several stakeholders from several departments.

## H&M

October 2016 - September 2023

Contract

### Senior UI/UX & Digital Brand Designer

As the organisation fast forwards, our team got the opportunity to take on another other responsibilities and transforms to a more brand design focused team. Taking on the role as UI/UX & Digital Brand Designer was new and exciting, being part of transforming the brand with a younger customer in mind.

With a new brand direction we reskinned the whole digital experience together with colleagues in Berlin, collaborating with Business Tech product teams. The North Star project was launched in Denmark and will later be improved and launched world wide.

#### Key success and learnings

- Design system and asset library built for H&M designers.
- Develop and define new brand feel in digital channels.
- Reskinning of entire UI for e-com site and apps, North Star, in collaboration with Product Teams.

### Product Designer

H&M transformed its IT-department into Business Tech, an organisation within H&M Group that takes full responsibility for the development of H&M and other H&M Group brands digital products.

As a Product Designer I was a part of the Converting Content team, delivering UI/UX design for several parts of H&M's digital experience, both webb and apps.

#### Key success and learnings

- Worked as a Product Designer in a cross functional team.
- Agile way of working.

## Senior UI/UX & Digital designer

The internal structure at H&M is always changing. At my start at H&M I was a part of a UI/UX design team inside the Creative studio. The Creative studio was an internal agency at the marketing department, located at the head office in Stockholm.

Our main responsibility was to design and keep the e-com site and apps looking consistent according to the H&M main visual guidelines.

Working closely with Front end teams made us the main go-to team when it came to the look and feel of H&M's main online presence.

### Key success and learnings

- Design system build for UI/UX- and Front End teams collaboration.
- Unified icon library
- Animation and motion experience
- Reskinning of entire UI/UX for e-com site and apps.

## Claremont

October 2016 - September 2019

Full time

### Senior Design Consultant

As a Senior Design Consultant at Claremont I started consulting at H&M as a Senior Digital Designer. During my employment I also undertook client assignments as well as internal work.

### Key success and learnings

- Full time consulting at H&M.
- Built and contributed to the UI/UX-design community internally.

## Fyndiq

April 2015 - October 2016

Full time

### Lead Designer

At Fyndiq, The bargain superstore, I was Lead Designer for our in house design team. We were in charge for the look and feel of our brand identity, both for the B2B- and B2C communication.

My responsibilities was to oversee everything and keep the identity intact and at the same time, design and produce material in cooperation with the rest of the team.

### Key success and learnings

- Standardised marketing material for faster publishing.
- Developed and created Fyndiq Brand Book.
- Modernised and updated UI/UX for web.

## Limetta

September 2006 - April 2015

Full time

### Art Director

Me joining Limetta was their first step in creating a design and front end driven team. I was the first of the creative team and had to level up my coding skills. I went from being a Webdesigner to Art Director and Team leader for the team. After a few years I wanted to focus on what i want to do mest, UI and Graphic Design, and took a position as Senior UI/UX Designer.

### Senior UI/UX Designer

As Senior UI/UX Designer I focused on working closely with the design groupd and Front end, developing my UI/UX skills by learning user behaviours both on web as well as native apps. In this role I could also take on doing prototypes in HTML, something I always have loved, going from visual sketches to working product prototypes.

#### Key success and learnings

- Creating a design team with multiple different competences.
- Winning multiple client pitches.
- Winning Agency of the year 2014.

## Madco

2002 - NOW

Self employed

### Freelancing UI/UX & Visual Designer

Freelancing was a great experience for me. I got to know the hard work of promoting myself and always be at the forefront of the industrys development. Always depending on and believing in myself.

I worked with a variety of clients, from small business owners to bigger companies like Dialect, Freys and Bonnier Books.

## Northspace

2000 - 2002

Full time

### Webbdesigner

As a webdesigner at Northspace I got to be a part of a larger group of creatives with different areas of expertise. Got to work in small teams at a large corporation, further developing my skills as a UI/UX-designer and understanding user behaviours. Working with larger clients such as Bonnier, Samsung and Telia. To feed my creativity I also took on graphic design and illustrator assignments, mastering tools on a higher level.

#### Key success and learnings

- How creative teams can work and support each other.
- Larger company culture.
- Digital illustration work.

## **INC**

1999 - 2000

Full time

### **Assistant Art Director**

My first time assignment at INC encouraged me to learn and experience two worlds of internet communication, I was responsible for both UI/UX-design together with our Art Director and develop front end templates that were handed of to back end-developers. My first position as a professional designer where I got to meet clients, interpret creative briefs and work as a team on both internal and client projects.

#### **Key success and learnings**

- Basic understanding of creative processes.
- Work with back end-developers.
- Developed my understanding of basic user flows.

# PERSONAL

## Facts

### Born

18th of march 1980 in Gävle, Sweden.

### Current

Living in Stockholm with two children and my wife.

### Education

Social science, Media special studies, graduated 1999 from Borgarskolan in Gävle.

### Language

Swedish, native language. English, fluently. German, beginner.

## Contact

### E-mail

hej@marcusadriansson.se

### Phone

+46 70 222 01 27

### Address

Nässelvägen 7, 170 61 Solna, Sweden

### Portfolio

[www.marcusadriansson.se](http://www.marcusadriansson.se)

### LinkedIn

[www.linkedin.com/in/marcus-adriansson/](http://www.linkedin.com/in/marcus-adriansson/)

## Tools

Figma, Sketch, Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro), DaVinci Resolve Studio, Abstract, InVision, Keynote, Powerpoint, Miro, HTML, CSS, JavaScript, PHP, MySQL.

CURRICULUM VITAE

MARCUS ADRIANSSON

# RECOMMENDATIONS

## Jonas Carlqvist

### Visual Designer at Black Lizzy

Marcus has this rare talent that everything he tackles from ideas, wireframes, sketches to pixel-perfect product always looks slick, clean and simplistic. And still strengthen the brand. Give him any complex cluttered task and the magician Marcus turn it to be awesome, with tiny micro animations or super cool icons on brand. He really know how to kill his darlings and still have the holistic user perspective. A mature problem-solver adding smart simplistic inclusive design. He's also a warm and fun guy to hang around with, taking you to new coffee places and lunch restaurants. A well dressed man with his clothes in a perfect combination as his design.

April 6, 2023, Jonas worked with Marcus on the same team at H&M.

## Klas Björklund

### Head of Creative at Cheil Nordic

I got the chance to work with Marcus at H&M where he was a senior UI designer in my team. Marcus lives and breathes his role. He drives design innovation while keeping an eye on the customer. He is creative, innovative and has great social skills. A plus for his interest in photo and film production. The team loved and respected him. I hope to get the chance to work with him again.

March 16, 2019, Klas managed Marcus directly at H&M.

## Martin Lechev

### Product area Lead Designer at H&M Group

I have worked with Marcus at H&M for more than 2 years, collaborating on various projects from market specific change requests to global design solution impacting millions of customers. During our projects together Marcus has shown out of the box creative thinking, excellent design skills, customer empathy and strong business understanding. Marcus has a very diplomatic approach and is able to keep calm in stressful situations. Yet, he is very sharp and can quickly see the big picture and the small details in every project. I have always seen Marcus as my visual design mentor because of his skills to transform complex problems into elegant and functional solutions. I enjoyed working with Marcus and I look forward to the next opportunity to work together.

March 21, 2019, Martin worked with Marcus in different groups at H&M.

Find more recommendations on my portfolio site: <https://marcusadriansson.se/about>  
References will be given upon request.