

SOFIA BRÅVANDER

SENIOR PRODUCT DESIGNER / PRODUCT OWNER

With 19 years of experience working with complex digital products, professional tools and business-critical systems, I combine hands-on UX and interaction design with Product Ownership, requirements and product decision-making. My work spans the full product lifecycle, from discovery and problem definition through prioritisation, backlog management, design, delivery and validation. I turn user needs, business rules and technical constraints into clear product direction, workable requirements and usable solutions, balancing value, scope, risk and technical feasibility. My background includes consumer products, enterprise SaaS, legacy modernisation and hardware-connected systems, with particular strength in complex environments where product, UX and technology need to work closely together.

EMPLOYMENT

Perkulator Design

Self-employed Sep 2022 – present

ASSA ABLOY

UX Lead/Product Owner Mar 2022 – Sep 2022

Beamon People

UX Consultant Jan 2013 – Mar 2022

Connecta

UX Consultant Sep 2010 – Jan 2013

IBM Global Business Services

UX and Project Manager Consultant Sep 2007 – Jun 2010

EDUCATION

**Master of Science in Society and Technology Studies,
focus on IT** Uppsala University 2001 – 2007

OTHER COURSES AND CERTIFICATIONS

Certified Scrum Product Owner Scrum Alliance, 2021

Graphic design, advanced level Forsbergs, 2012



Product Design

Interaction and UX design

User research

Information architecture

Prototyping

Design systems

Usability testing

Product Ownership

Discovery and problem framing

Requirements definition

Prioritisation

Backlog ownership

Stakeholder alignment

Scope and trade-offs

Delivery and validation

Complex Product Work

Systems thinking

Business rules and workflows

Legacy modernisation

Hardware-connected products

Cross-platform experiences

Tools

Figma, FigJam, Axure,

Jira, Confluence,

Claude, ChatGPT, Lovable

Methods

User story mapping

User Journey Mapping

Workflow modelling

Ecosystem mapping

Workshop facilitation

STIM | Product Owner / UX Designer Sep 2023 - Apr 2026 | 2 years, 8 months

Worked across a broader range of product and UX initiatives at STIM, with two major modernisation efforts focused on contract and member administration. For member management, I drove discovery, requirements analysis, information modelling and interaction design within the project team, helping uncover complex business rules and define future-state concepts. As Product Owner for contract management, I led the procurement and implementation of a CLM SaaS platform, translating legal and business requirements into workable workflows, priorities and product solutions.

ASSA ABLOY | UX Designer / UX Lead / Product Owner Mar 2019 - Sep 2023 | 4 years, 6 months

Modernised established electronic access-control products across commercial, residential and hotel contexts. In my first ASSA ABLOY assignment, I led UX from research and requirements through interaction design, prototyping, testing and implementation, while taking on increasing Product Owner and UX leadership responsibilities. I worked closely with domain experts, developers and system architects on complex business rules, technical constraints, information architecture and hardware-connected workflows. I later continued in a separate consultancy assignment on hotel access control, with a stronger focus on UX, requirements, business logic and integrations.

Spotify | UX Designer Aug 2016 - Oct 2017 | 1 year, 3 months

Redefined Spotify's CMS within a much larger ecosystem of internal tools. Research across around 20 teams and mapping of 32 surrounding systems helped clarify recurring user needs, dependencies and product scope. I translated the findings into product concepts, information architecture and expert workflows, while establishing reusable UX patterns and a design system.

C More/TV4 | UX Designer Jun 2015 - Apr 2016 | 11 months

Designed and specified key journeys for C More's new cross-platform streaming service. I took product ideas from early workshops and impact mapping through interaction concepts, prototypes, user testing and detailed implementation requirements. A significant part of the work focused on commercially important journeys such as onboarding, subscription purchase and package changes, balancing ease of use with conversion, retention and technical constraints. I also coordinated technical investigations and worked with UX and development teams across platforms to keep the experience coherent across devices and help reduce the gap between UX and development.

DEKRA Industrial | UX Designer Aug 2013 - Nov 2013 | 4 months

Led a broad discovery and concept-design assignment to define a more coherent operational platform for DEKRA Industrial. I researched users across locations, roles and technical disciplines and mapped the processes and information connecting customers, inspection objects, assignments, planning and field work. I translated the findings into a common system model, workflows and a validated concept that provided a foundation for procurement and further development.