

UX / UI & PRODUCT
DESIGNER

Eric Hedén

STOCKHOLM,
SWEDEN

About me

I am a designer who excels at thoughtful problem-solving. Driven by curiosity, empathy, and collaboration, I find joy in creating experiences that build meaningful emotional connections.

Education

2013-2016

Linnaeus University, Kalmar
Interactionsdesign

Languages

Swedish
English
German
Spanish (Learning)

Contact

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Experience

UX-designer – Svenska elnät (Consultant)

Leoware IT, 2024–current

- Drives user-centered design through interviews, testing, and needs analysis in close dialogue with the business and development teams.
- Responsible for establishing a scalable design system that creates consistency and efficiency in the design work
- Designs interfaces to visualize and manage large amounts of data in a clear and user-friendly way.
- Also provides support related to the user experience.

Product & UI-designer – Lyxbukett / Florissio

Freelancer, 2023 – 2024

- Collects and analyzes user data as a basis for insight-driven design decisions.
- Creates wireframes and interactive prototypes to test and ensure an intuitive user experience.
- Develops design principles and visual guidelines aligned with the brand and collaborates closely with developers to achieve a cohesive result.

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Interests

Creative expression through painting and textured artwork, DIY projects and renovations, nature experiences, and travel. I'm also interested in psychology, which inspires my work with visual interfaces and UI in games. In my free time, I enjoy a good thriller and value quality time with my family.

P.S. I love baking.

Experience (continued)

UX / UI-designer – Grapple (Freelance)

Distance, London, 2024 – 2024

- Led a comprehensive redesign of Grapple's AI-driven legal advisory platform, with improved usability.
- Conducted research, wireframes, and prototypes to optimize workflows and interfaces based on user feedback.
- Collaborated with developers, AI engineers, and legal experts to create a user-friendly interface that streamlined the advisory process.

UX-designer – Arbetsförmedlingen (Consultant)

Split Stockholm 2018 – 2023

- Developed and refined ideas for conceptual design of new products and features.
- Developed prototypes to visualize, test, and iterate on product concepts.
- Worked closely with cross-functional teams and adapted the design based on feedback, business goals, and user needs.



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