

STAFFAN ESTBERG

SELECTED WORK

2024



[staffan.estberg\[at\]gmail.com](mailto:staffan.estberg[at]gmail.com)



+46 735 823 391



linkedin.com/in/staffanestberg



Hej. I'm Staffan – a product designer with over 15 years in the field.

A Hyper Island alumnus. Passionate about creating products, understanding users, and making sure design empowers customers.

The last 15+ years, I've helped create thoughtful digital products and experiences for brands worldwide across TV, web, mobile, and tablet.

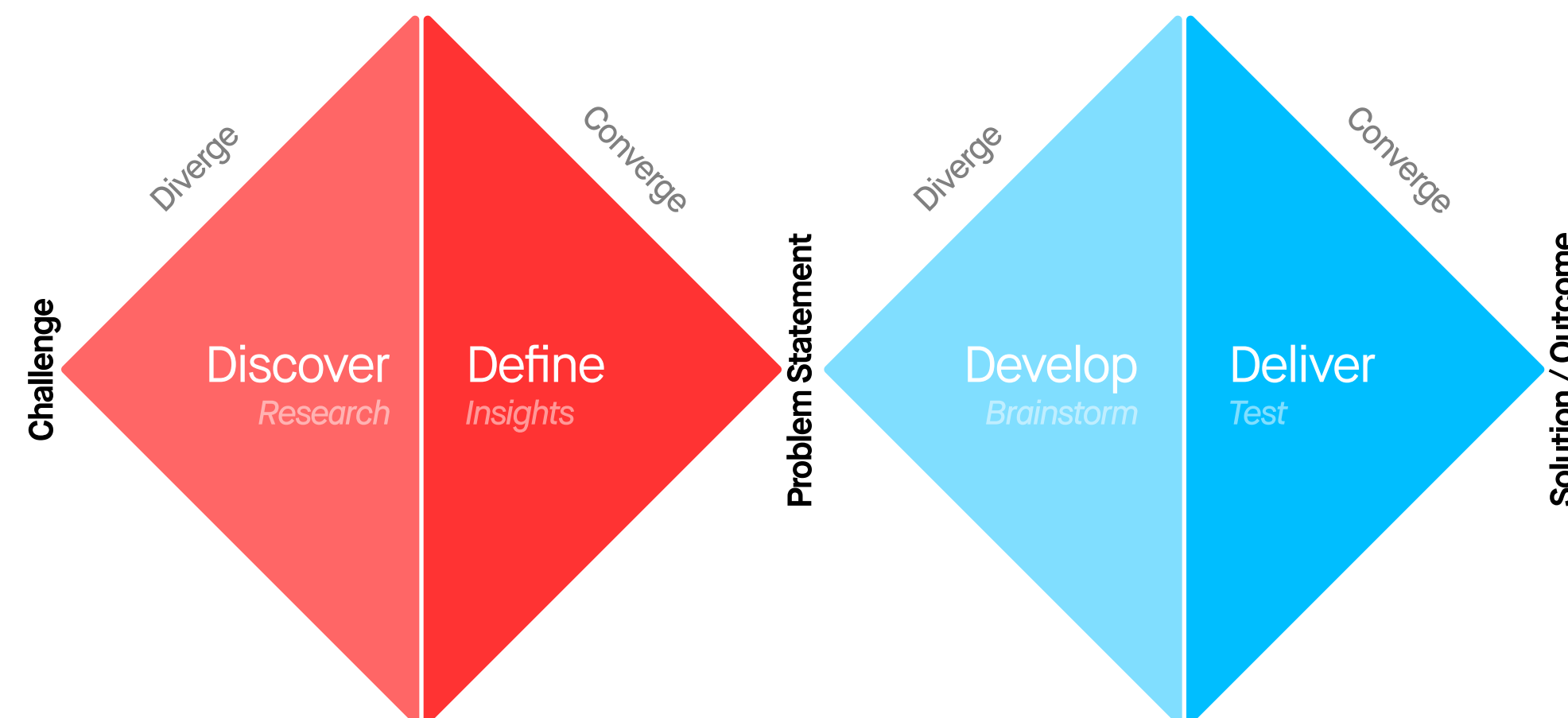
Currently based in Stockholm while previously having lived and worked in New York, Bangkok and Kuala Lumpur.

I believe in *design for people* – not only designers, authenticity, storytelling, distributed knowledge, karma, workflow, good food, the potential of artificial intelligence, human-centered design, trusting your instincts, maintaining curiosity, the magic of cinema, practical effects, making mistakes and learning from them, sentimentality, aesthetic value, DIY, intuition, and self-development.

Process

Design is a nonlinear iterative process.

I typically use what's known as the "Double Diamond" process. This might seem complex at first but its actually very straight forward. The process has four distinct phases—Discover, Define, Develop, and Deliver—these allow for systematic problem solving and thorough exploration with its diverge/converge methodology.



Services

User Research
Concept Design
Visual Identity & Branding
Art Direction
UX Design
UI Design
Iconography
Web Design
Design Systems
Prototyping
Photo & Video

Clients

Spotify
Klarna
Warner Music Group
Delivery Hero
Swedish Match
Björn Borg
Ritz-Carlton Residences
Modern Times Group
Electrolux



Vinoteket

Role	Deliverables	Year	Visit
Product Designer	UX Design UI Design Prototypes	2024	vinoteket.com ↗

Vinoteket is Sweden’s leading online wine retailer. Founded in 2004 with the ambition to offer quality wines to passionate wine lovers, Vinoteket now has a large community and collaborates with both small local vineyards and major traditional producers.

Challenge

Boost customer retention and loyalty in a market dominated by Systembolaget. To support their mission of offering quality wines and helping customers explore various regions, styles, and grapes, three new sections were developed: Hub, Magazine, and My Pages.

Outcome

My Pages allowed users to track orders, manage subscriptions, and handle their accounts, increasing confidence in Vinoteket. The Hub provided much better oversight of all the website's content. The articles in the Magazine, became a great source of inspiration for customers, who would often return to find inspiration or matching.

Fri frakt från 799 kr

VINOTEKET

2

Hem / Mina sidor

Hej Amanda!

Kul att du valt att bli medlem på Vinoteket!
Här under mina sidor kommer du kunna:

Följa din leverans

Se tidigare köp

Betygsätta viner

Prenumerera på vin

För dig vars vinglädje är fullständigt gränslös.

Prenumerera nu

VINOTEKET

Hem / Mina sidor / Aktuell leverans

Aktuell leverans

Order 90170091

Skickat till Postnord

Beställd
14 december

Skickades
21 december

Leverans beräknad
23 december

Karlavägen

ScandBoost AB

Restaurant Cassi

Clinic N.VY

Din Tid Skönhetsalong

Postnord

Banérbageriet

SATS Karlavägen

Nordic Wellness

Garnisonen garage

Garnisonen Karlarhuset

Ordernummer
90170091

Levereras till
ICA Supermarket Baronen

Status
Skickat till Postnord

VINOTEKET

Hem / Mina sidor / Prenumerationer

Prenumerationer

Här kan du läsa mer om dina viner, ändra leveransvillkor samt avboka dina vinlådor.

Bubbligt vin

1 470 kr

9 artiklar, var 4:e vecka

Planerad leveransdag
21 december kl 16.00–22.00

Orderstatus
Beställd

Sista dag för att uppdatera denna leverans är 15 december

Hantera prenumeration

Frakt
Totalt

0 kr
1 470 kr

VINOTEKET

1

Hem / Mina sidor / Tidigare köp

Tidigare köp

Se dina tidigare köp, vininformation och beställ på nytt.

Datum

Belopp

Köp igen

25 november

1 990 kr

Köp igen

30 oktober

1 245 kr

Köp igen

Ett av dessa viner har utgått ur vårt sortiment.

Mandato Primitivo
Gaston Appassimento...
Antal: 1

149 kr

Köp igen

Alain de la Treille Pinot
Noir 2022
Antal: 2

238 kr

Tillfälligt slut

VINOTEKET

2

Hem / Mina sidor / Mina viner

Mina viner⁽⁴⁹⁾

Sparade viner

Här samlas vinerna du markerat i Tidigare köp, det kan vara dina favoriter och viner du vill komma ihåg. Bra lista att ha nästa gång det är dags att beställa.

Rhonéa Brume Blanc de
Noirs 2023

149 kr
179 kr

Köp

Gerharz Rheinhessen
Riesling Trocken 2022

199 kr

Köp

Pierre Ponnelle Pinot
Noir Rosé 2023

129 kr

Biff Rydberg

🕒 30 min

★★★★★ • 4.2

[Se alla omdömen](#)

Husman

Nötkött

Snabblagat

Krispig, råstekt potatis, den lite söta, stekta löken och det möra köttet tillsammans med den beroendeframkallande senapskrämen. Biff Rydberg är en förrädisk rätt – den må verka enkel, men behöver lite tid och kärlek för att bli perfekt. Rätt tillagad är det bland det bästa vårt svenska kök har att erbjuda.

📌 Spara

🖨️ Skriv ut

🔗 Dela

Ingredienser (11)

Gör så här

Ingredienser

—

4 portioner

1 dl vispgrädde

1-2msk dijonsenap

1 dl vispgrädde

Josefins favoriter

Riesling

Läs mer

Liknande recept

Pontus Karéns smörbakade röding

[Recept på smörbakad röding →](#)

Blomkålssoppa

VINOTEKET

Alla viner

Rött vin

Vitt vin

Mousserande vin

Vinlådor

Rosévin

Nyheter

Topplistan

Outlet

👤

🛒 1

☰

Sök vin, druva, land, mat...

Hem / Magasin / Recept / Biff Rydberg

Husman

Nötkött

Snabblagat

Biff Rydberg

🕒 Tillagningstid 30 minuter

📌 Spara

🖨️ Skriv ut

🔗 Dela

Krispig, råstekt potatis, den lite söta, stekta löken och det möra köttet tillsammans med den beroendeframkallande senapskrämen. Biff Rydberg är en förrädisk rätt – den må verka enkel, men behöver lite tid och kärlek för att bli perfekt. Rätt tillagad är det bland det bästa vårt svenska kök har att erbjuda.

Ingredienser

1 dl vispgrädde

1-2msk dijonsenap

1 dl vispgrädde

1 msk sötstark senap

Gör så här

✓ Sätt ugnen på 100 grader.

2 Vispa grädden fluffig och rör i de båda senapssorterna. Salta och peppra med nymalen svartpeppar och ställ kallt.

3 Tärna köttet i stora tärningar. Salta

8 Stek potatisen i omgångar. De ska bli gyllenbruna och mjuka inuti. Det tar minst 25 minuter men går att snabba på något genom att man till och från använder ett lock medan man steker.

9 Värmehåll potatisen i ugnen.

VINOTEKET

Sök vin, druva, land, mat...

Hem / Magasin / Mat & dryck

Kombinera mat & dryck

Att kombinera mat och vin känns inte alltid helt rätt, men med några små knep kommer du snabbt att bli en fena på att finna smakbryggorna mellan vinet och maten.



Så kombinerar du vin och mat – guide i 10 steg

Vinfolk

Läs mer →



Bästa vinet till skaldjursplattor

Vin till skaldjur

Läs mer →



Vin till mogen och hård ost

Dryck till ost

Läs mer →



Ska du servera en tre-rätters middag bör du fundera på smakstegringen i alla tre rätter. Börja med att se på tallriken – allt som oftast är det du serverar som förrätt mindre och lättare än varmrätten. Alltså, är förrätten lätt och elegant bör således vinet du serverar ha samma egenskaper.



Vin som förhöjer matupplevelsen

Kombinera mat & dryck

Att kombinera mat och vin känns inte alltid helt rätt, men med några små knep kommer du snabbt att bli en fena på att finna smakbryggorna mellan vinet och maten.



Vinfolk

Så kombinerar du vin och mat – guide i 10 steg

Läs mer →



Vin till skaldjur

Bästa vinet till skaldjursplattor

Läs mer →



Dryck till ost

Vin till mogen och hård ost

Läs mer →



Vin till pizza

Löjromspizza och prosecco

Läs mer →

Kategorier



Vin till skaldjur



Vin till pasta



Vin till pizza



Vin till kött



Rött vin



Vitt vin



Rosé



Bubbligt vin



Fyndhörna



Vinlådor



Cider



Sprit



Öl



Vinprenumeration

MoneyLion

Role	Deliverables	Year	Visit
Lead Product Designer	UX Design UI Design Design System Prototypes	2022-2023	moneylion.com ↗



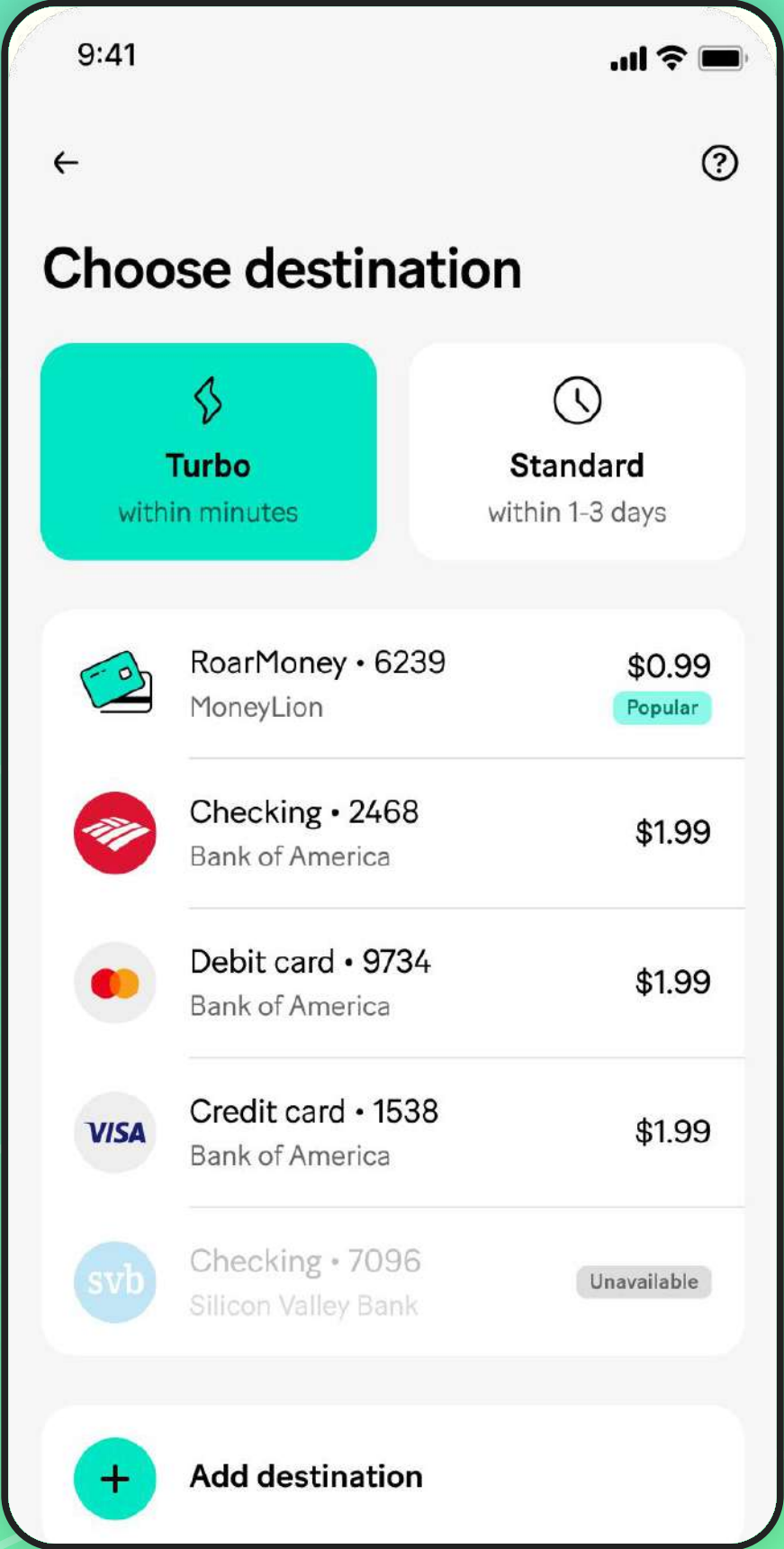
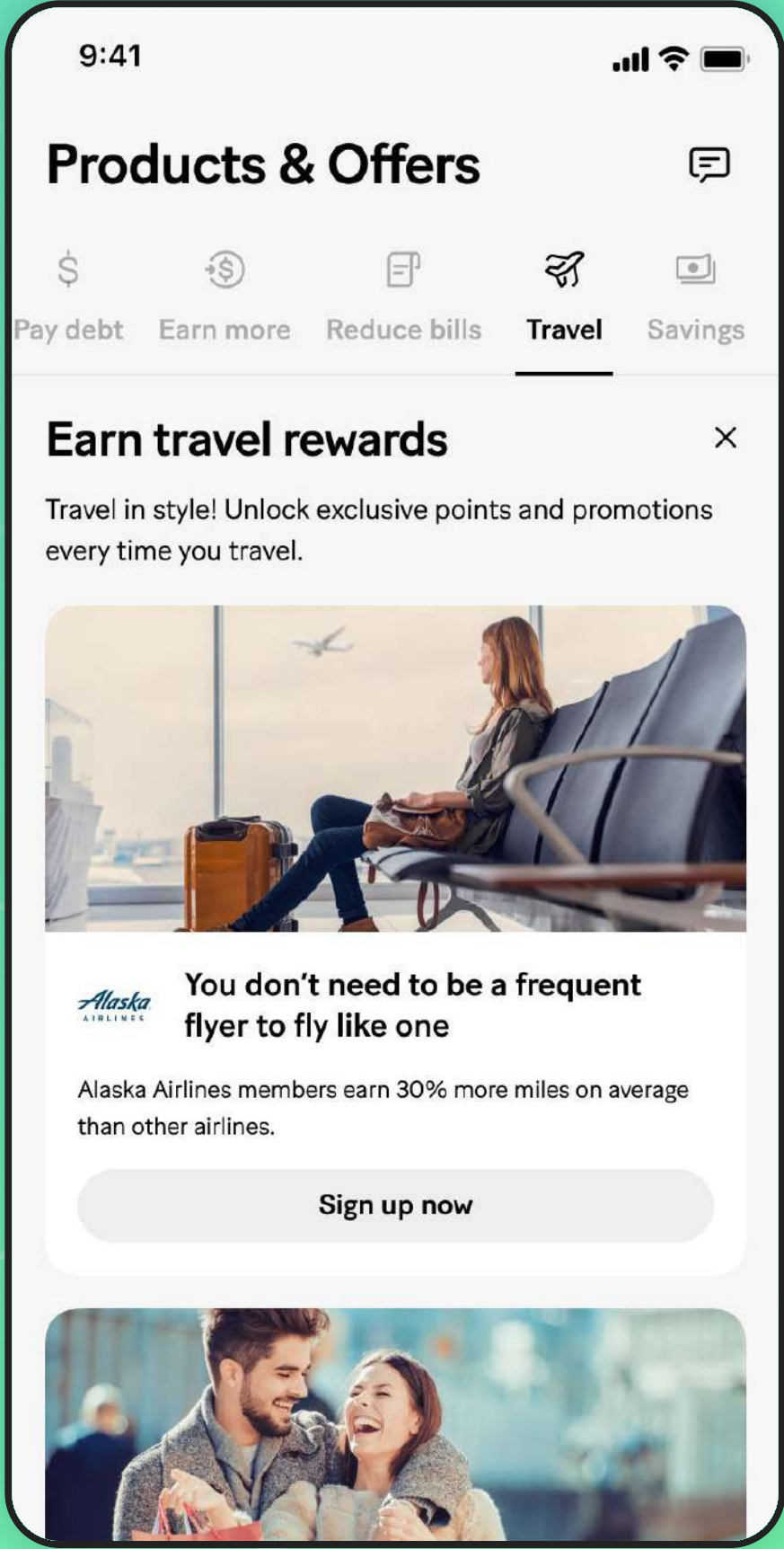
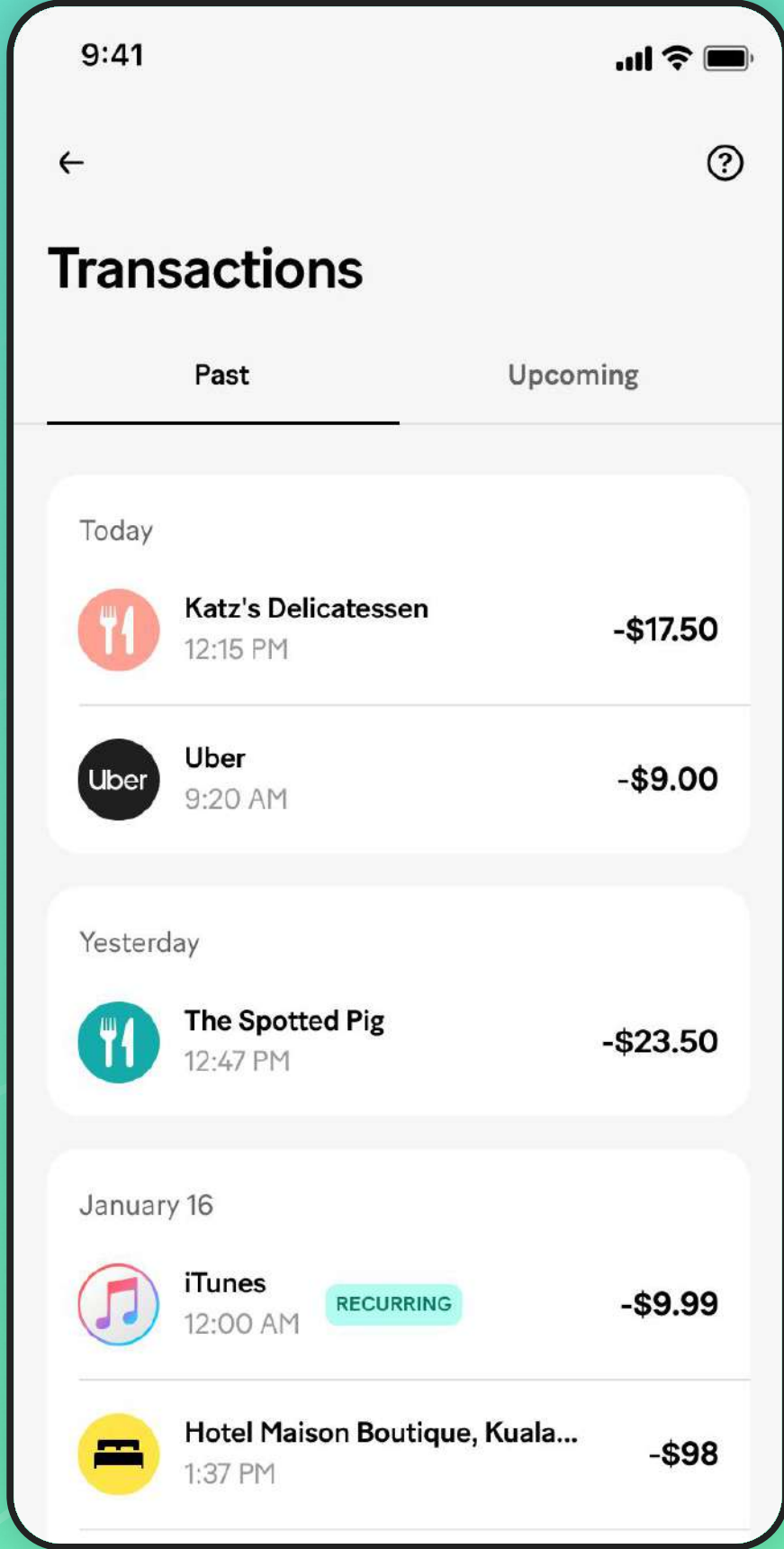
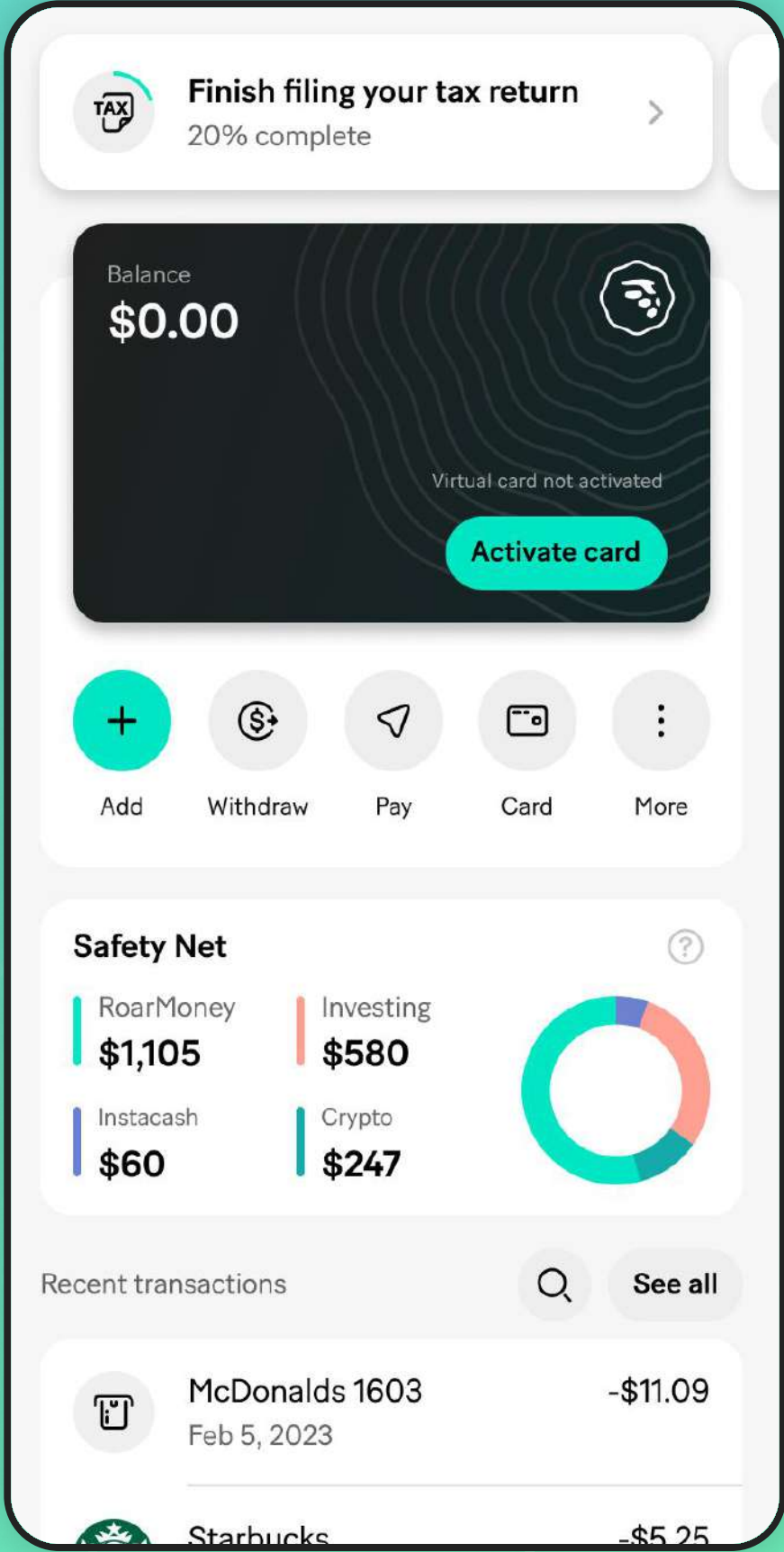
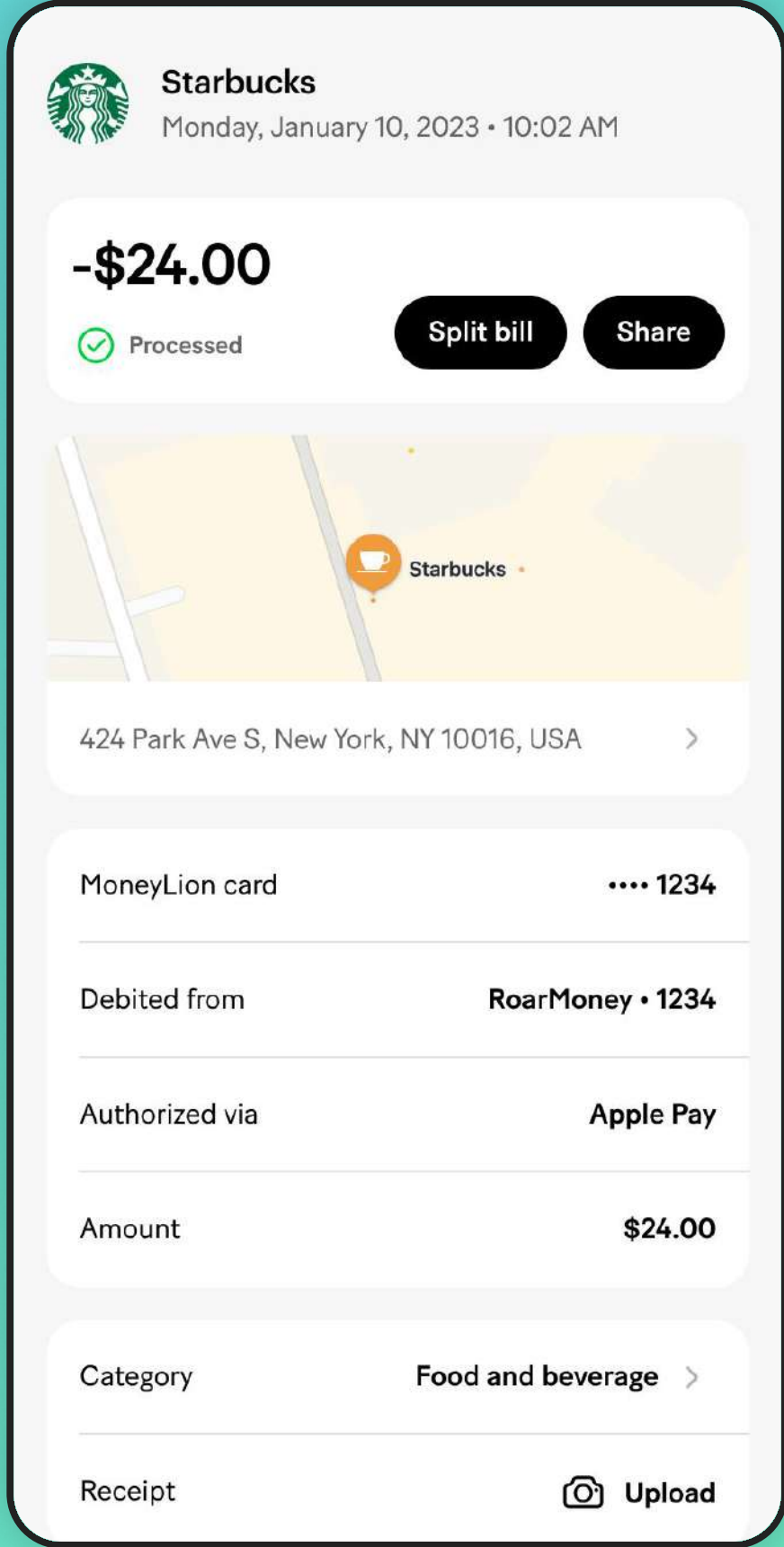
MoneyLion is a major digital financial platform providing an array of services including banking, lending, and investment solutions to empower consumers.

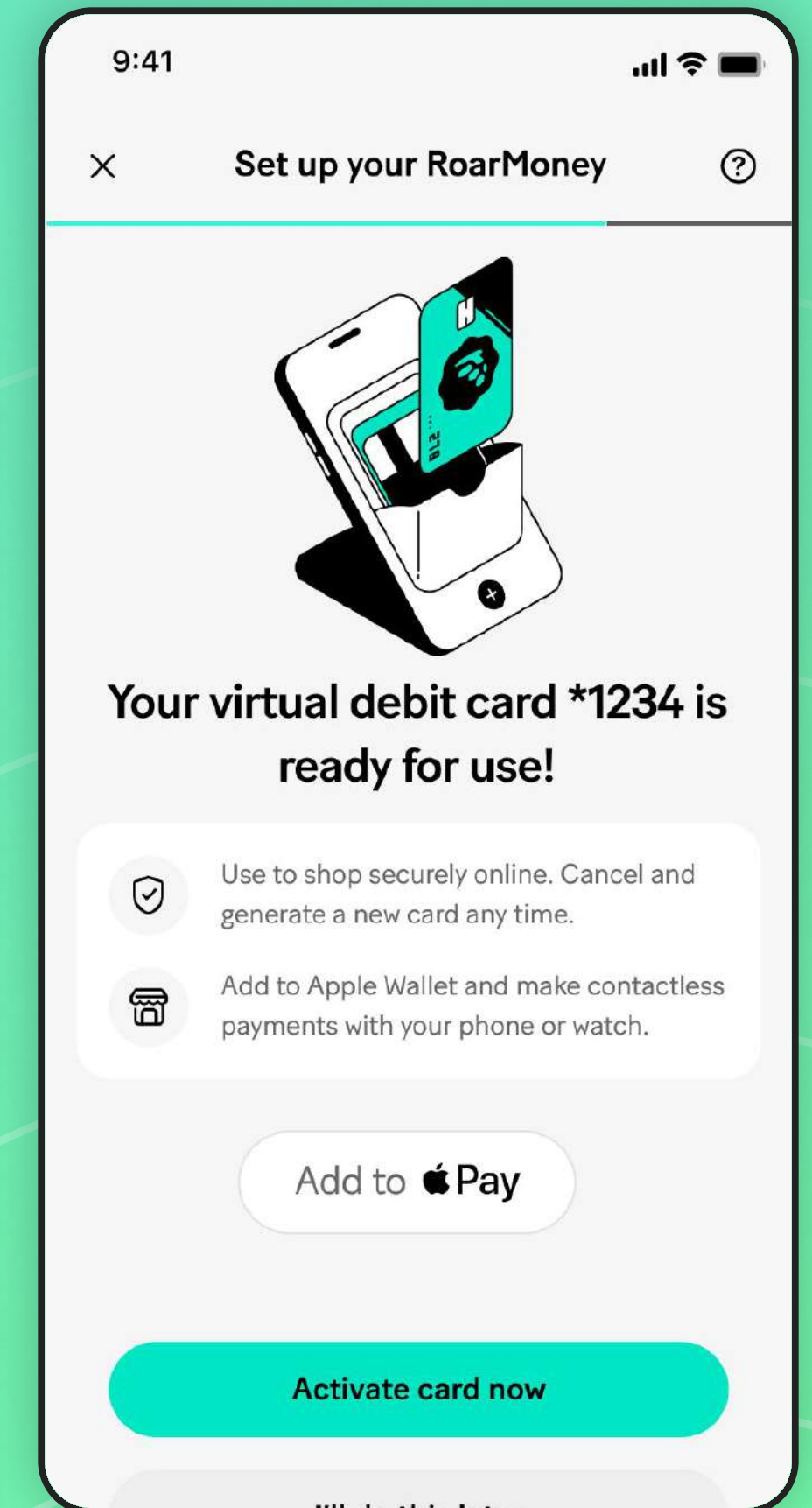
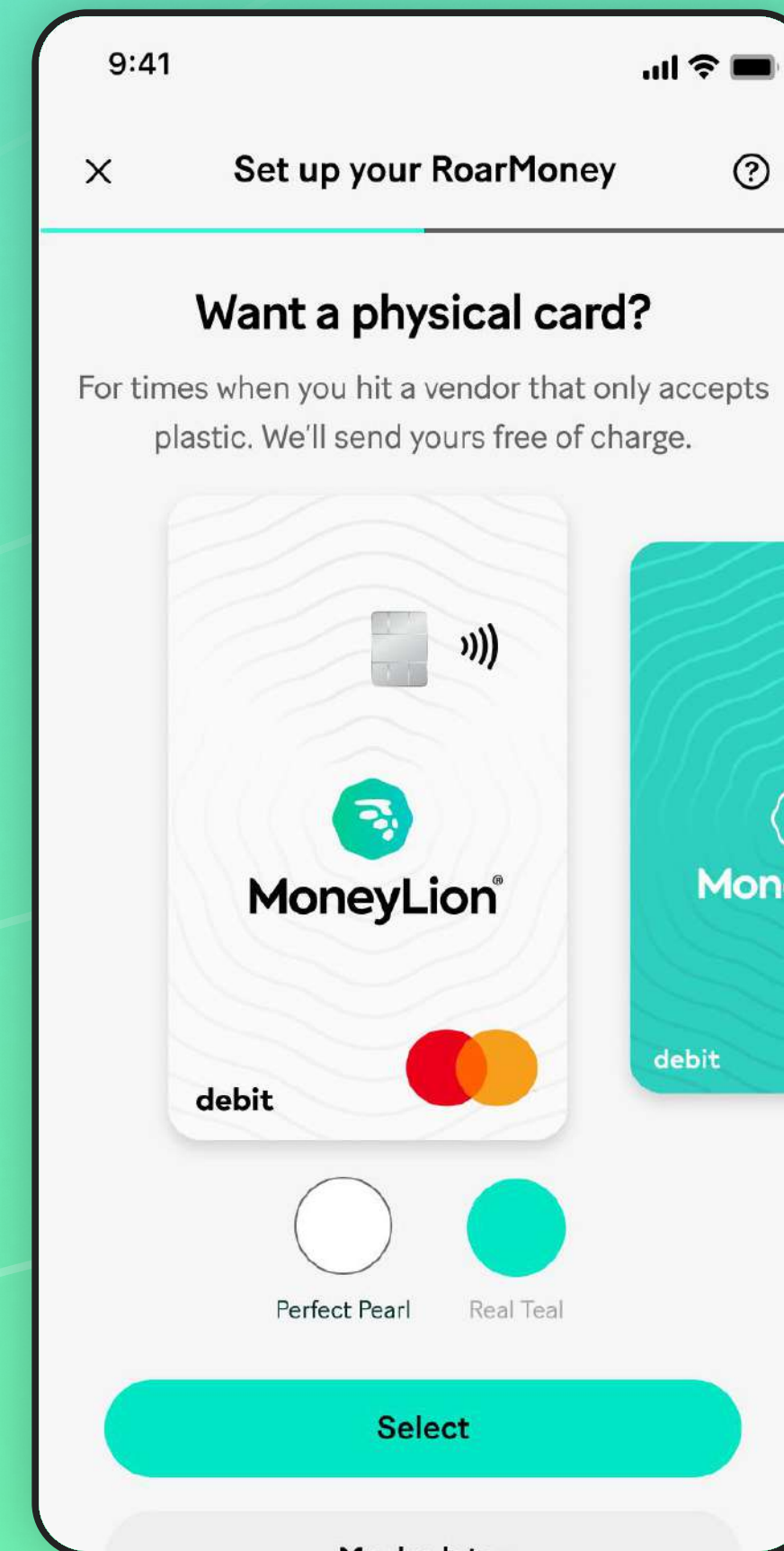
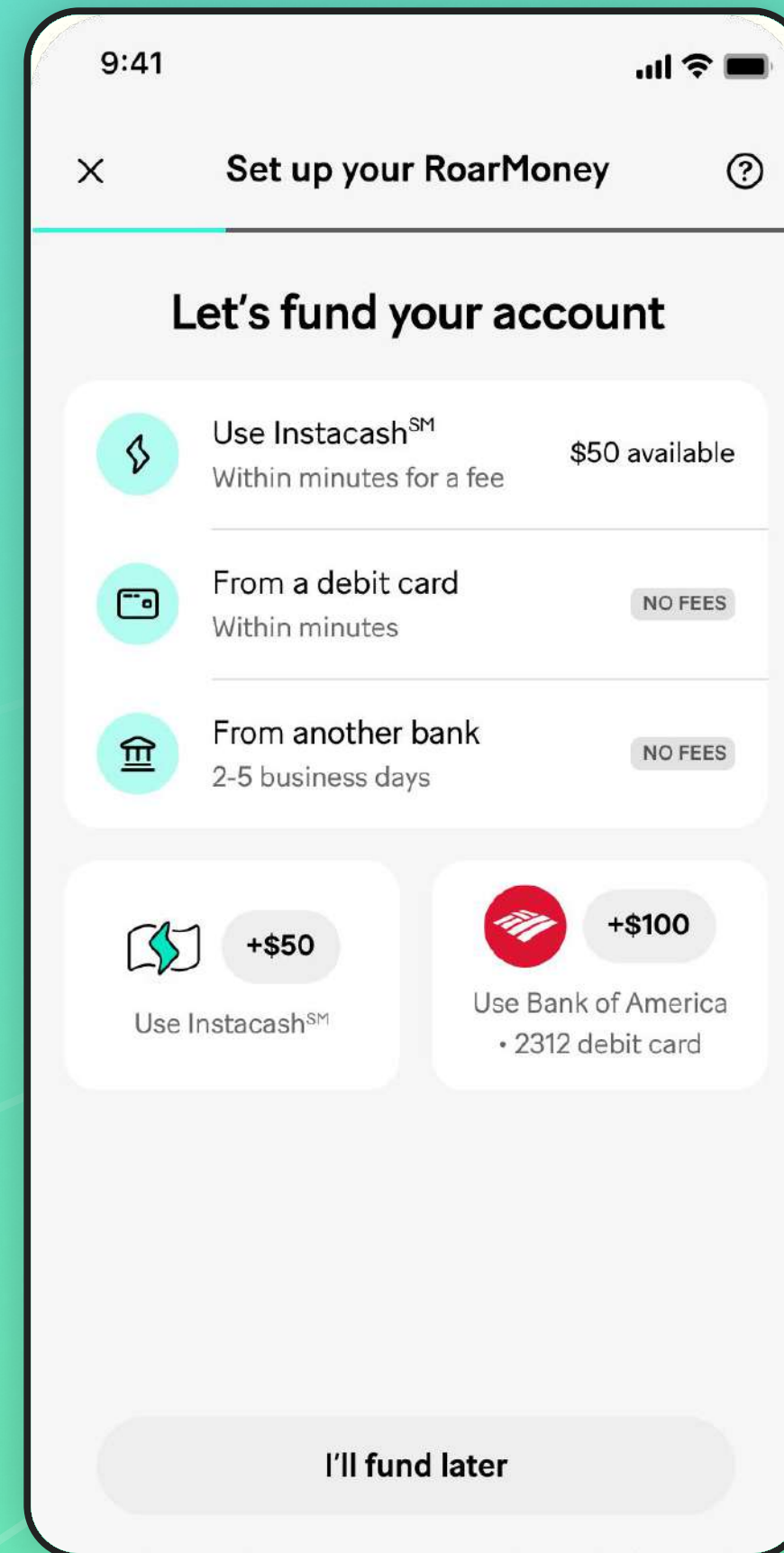
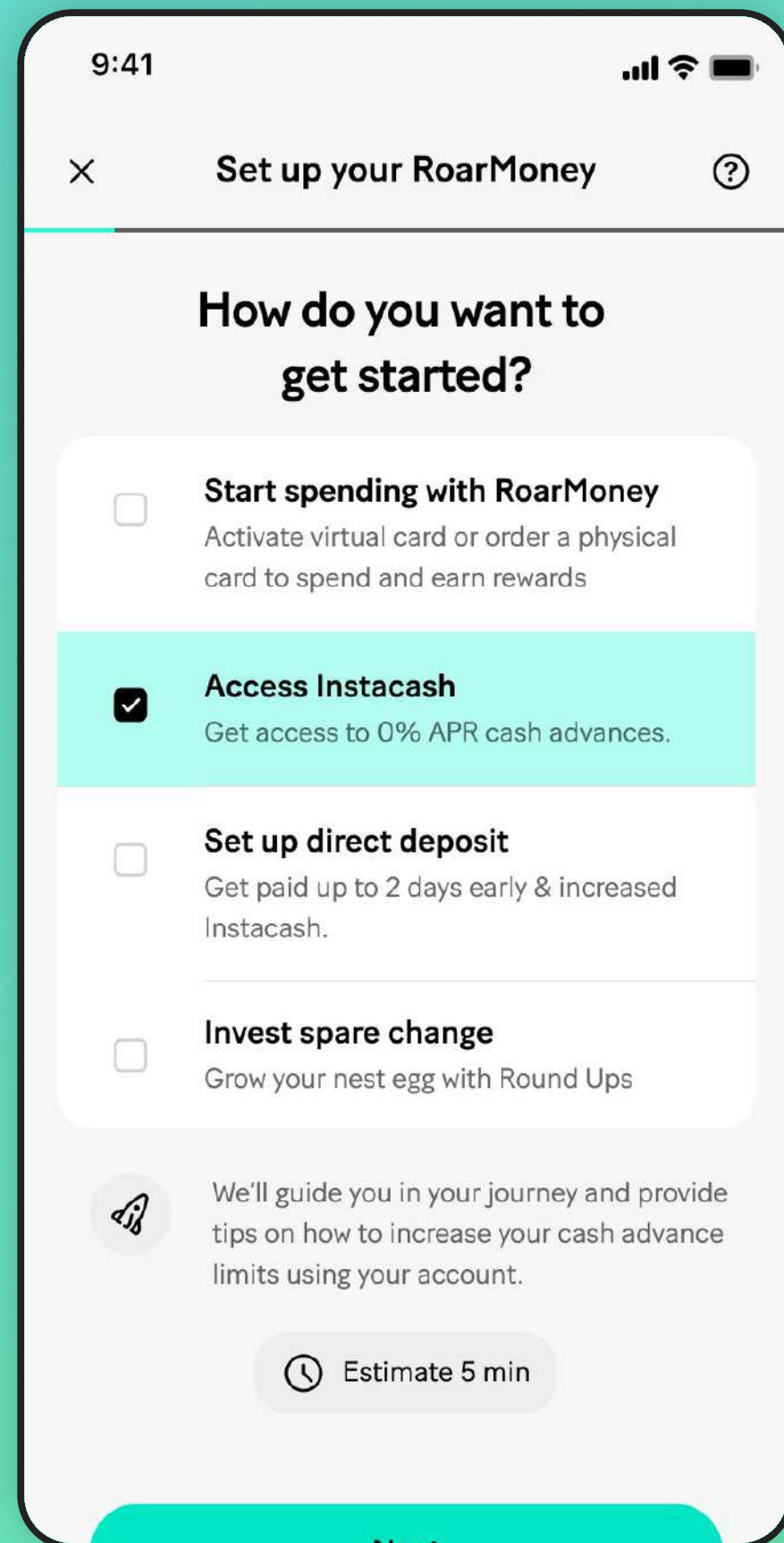
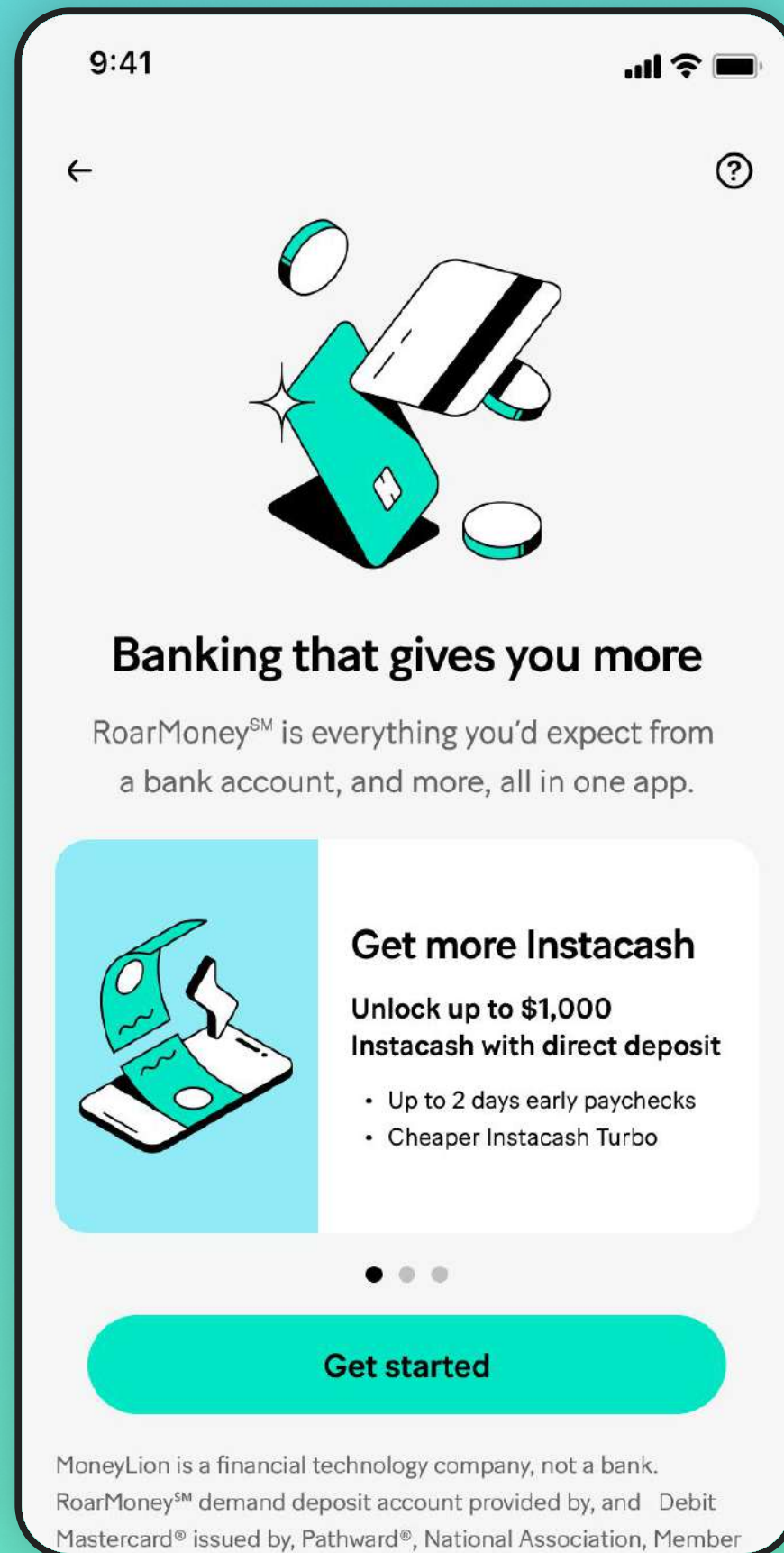
Challenge

As Lead Product Designer, I spearheaded the development of key projects like RoarMoney, Instacash, and Marketplace, while also refining MoneyLion's design system and web presence.

Outcome

The projects resulted in enhanced user experiences across MoneyLion's core offerings, strengthening the platform's competitive edge in the digital banking space. The refined design system improved consistency and efficiency in product development, while the updated web presence boosted MoneyLion's digital brand identity





Refer and earn

Share the joy and earn up to \$55 together.


Get \$5 for every successful invite that creates a RoarMoney account; plus \$50 when your friend sets up and receives qualifying direct deposits.

https://mlion.us/\$timhong

Refer a friend


How to earn:

- Share your link with your friends
- Friend signs up for MoneyLion
- Friend opens a RoarMoneySM account or sets up direct deposit
- You each get up to \$55 as a reward!




Get app


Accounts




RoarMoney
\$5,781.90




Instacash
\$100 (+\$20)




Managed investing
\$1,302.90



WOW Exclusive
Credit Builder Plus
\$0



Crypto




WOW Exclusive
Active investing

Offers

Accounts

Referrals

Profile



Products & Offers

Accounts

Referrals


FeaturedLoansBuild creditCash advanceCarInsuranceCardsHomeEducation


I want to borrow

\$500\$1,500\$10,000Other

Loan purpose

See my offers



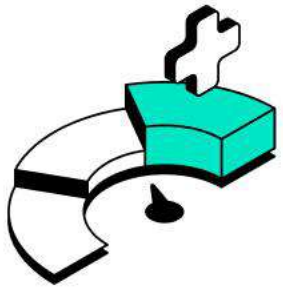


Get a loan offer in 60 seconds

Browse personalised offers based on your goals and credit — it's free!

Get offers

Credit Builder PlusSM




Get up to \$1,000 while you build credit

More than half of members raise their credit score by 42+ pts in 60 days*

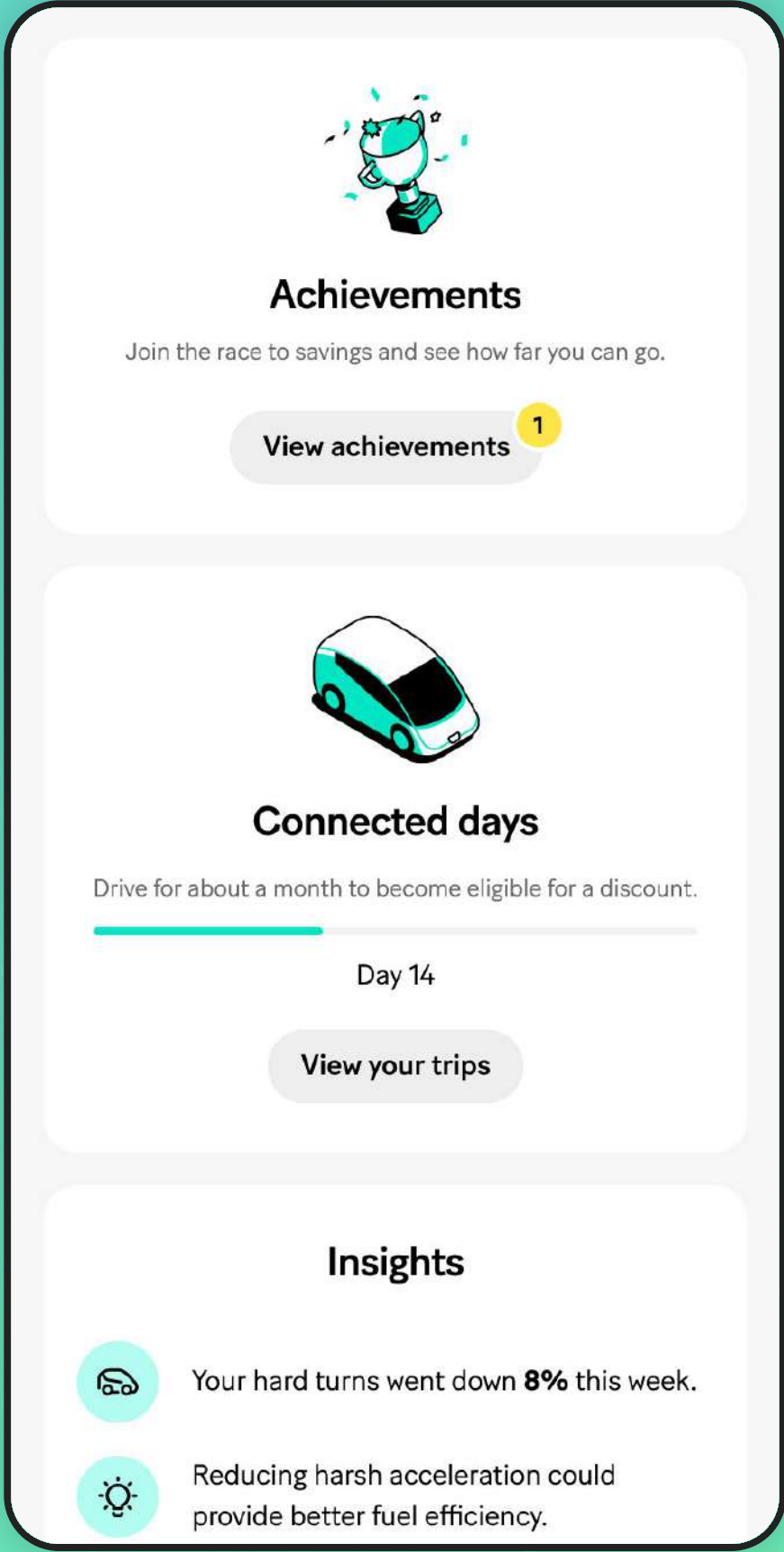
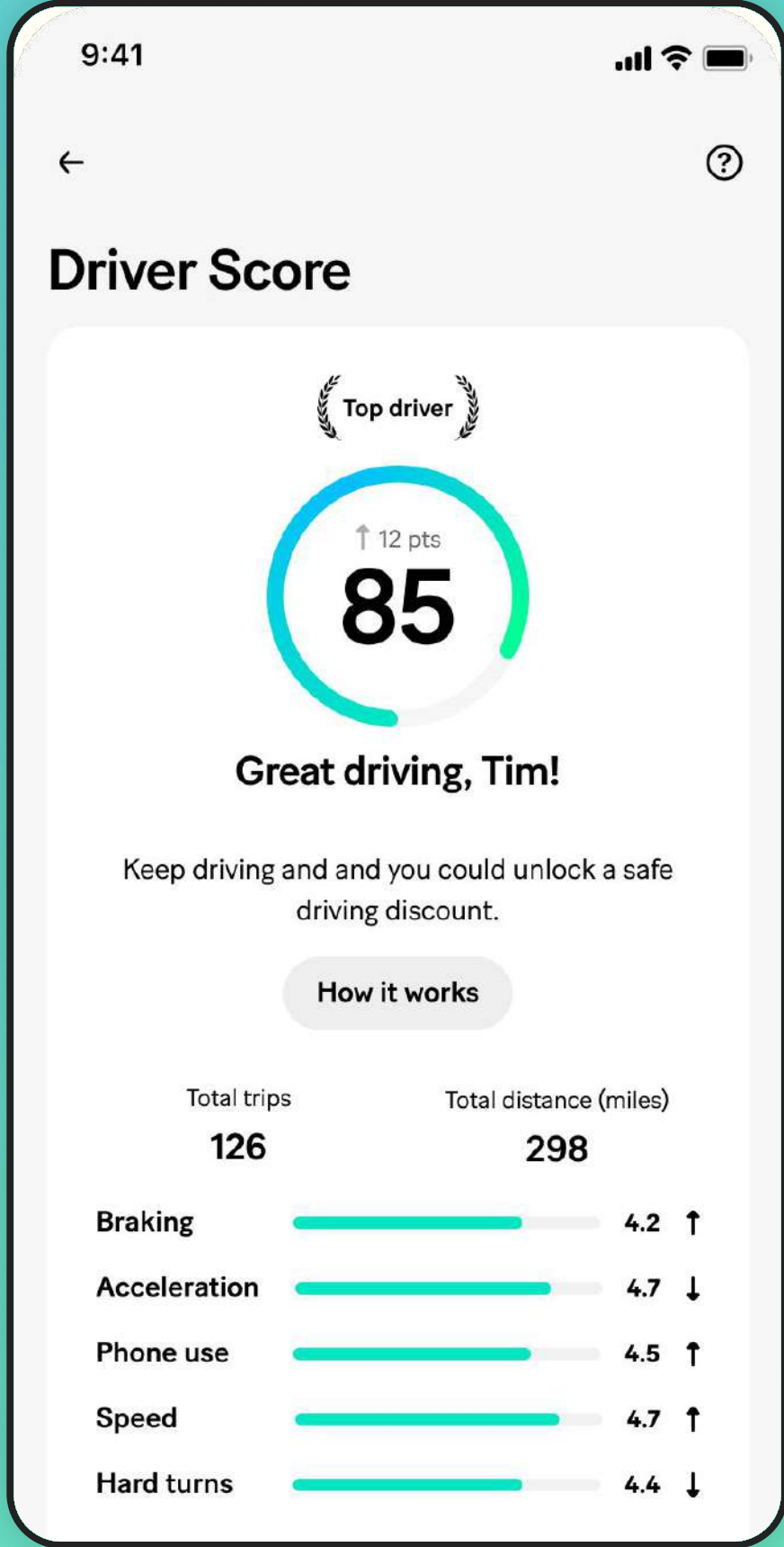
Competitive APRs

Unlock



Tim Hong

\$timhong





Storytel

Role	Deliverables	Year	Visit
Product Designer	UX Design UI Design Concept Design Prototypes	2021-2022	storytel.com ↗

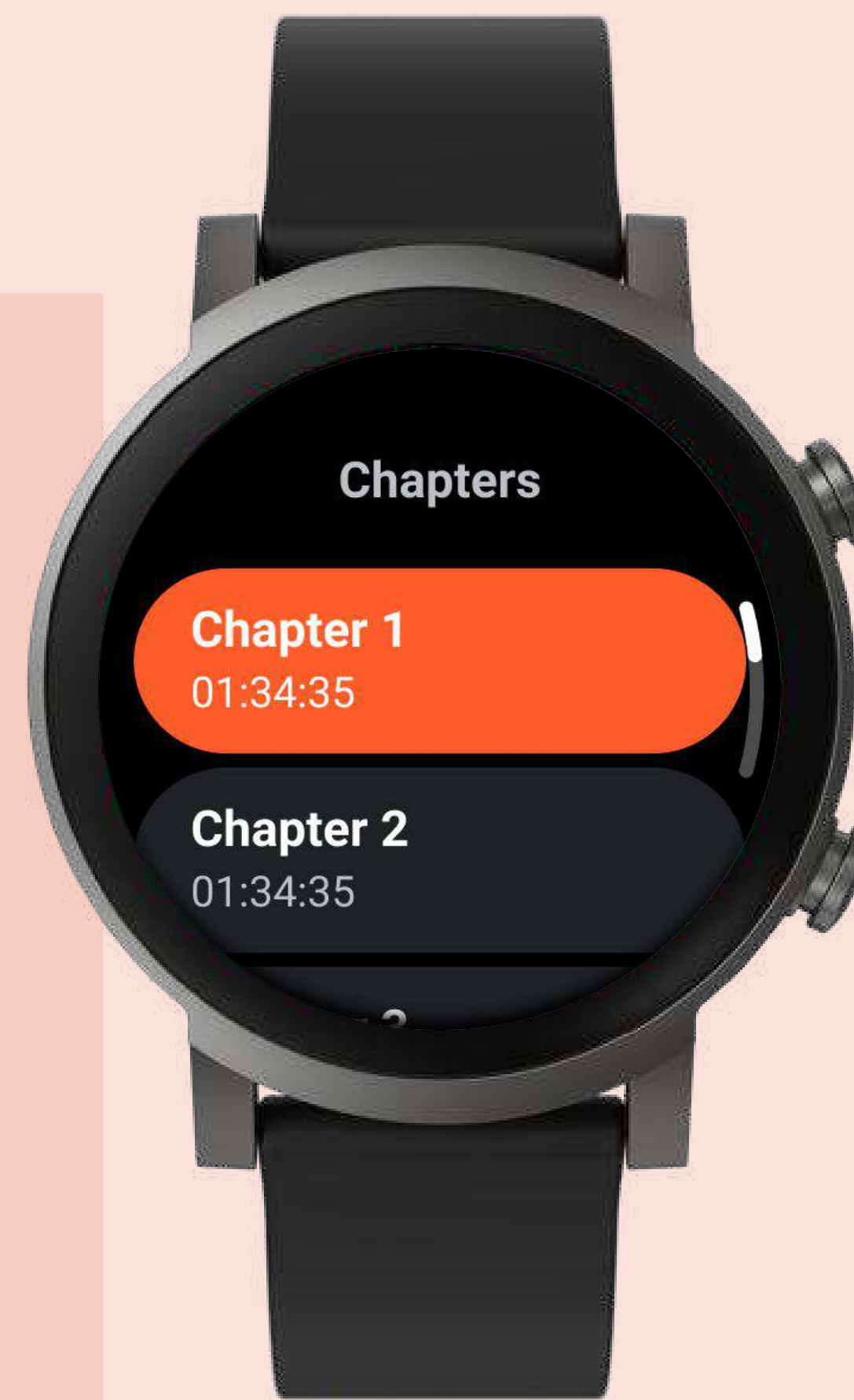
Storytel is a leading global audiobook and e-book streaming service, offering over 1.5 million titles across 25+ markets. Operating under multiple brands, including Storytel and Audiobooks.com, the company is headquartered in Stockholm, Sweden.

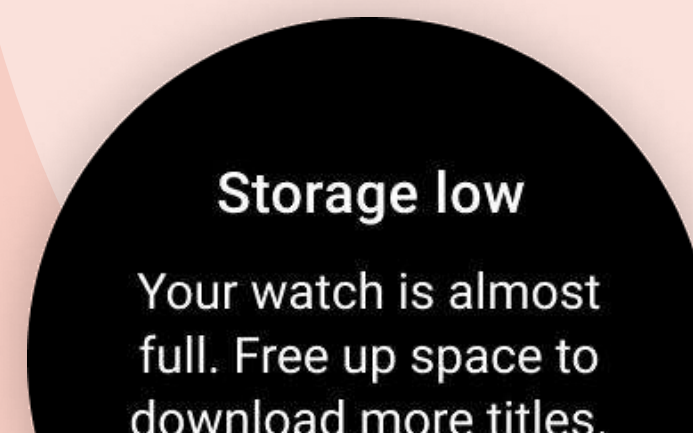
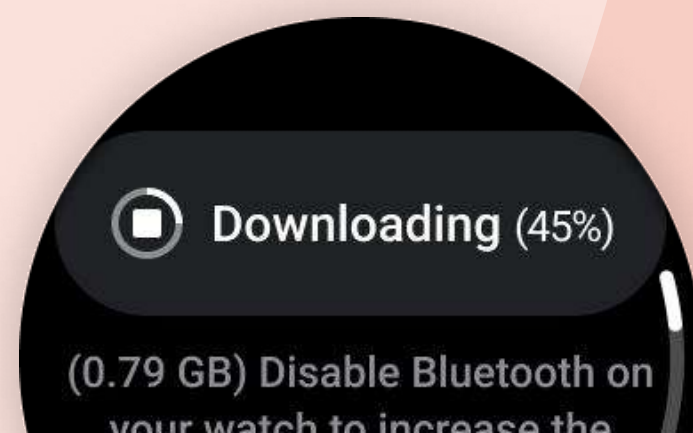
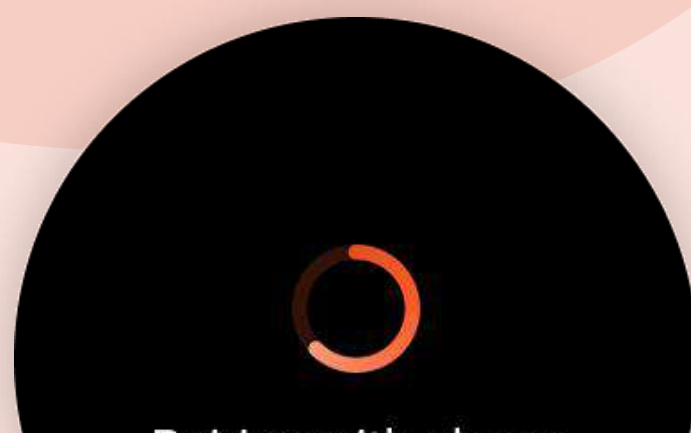
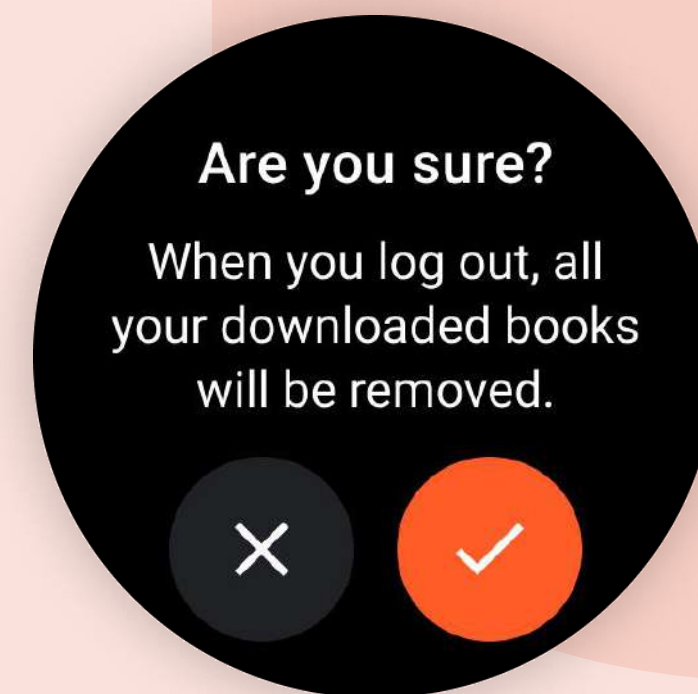
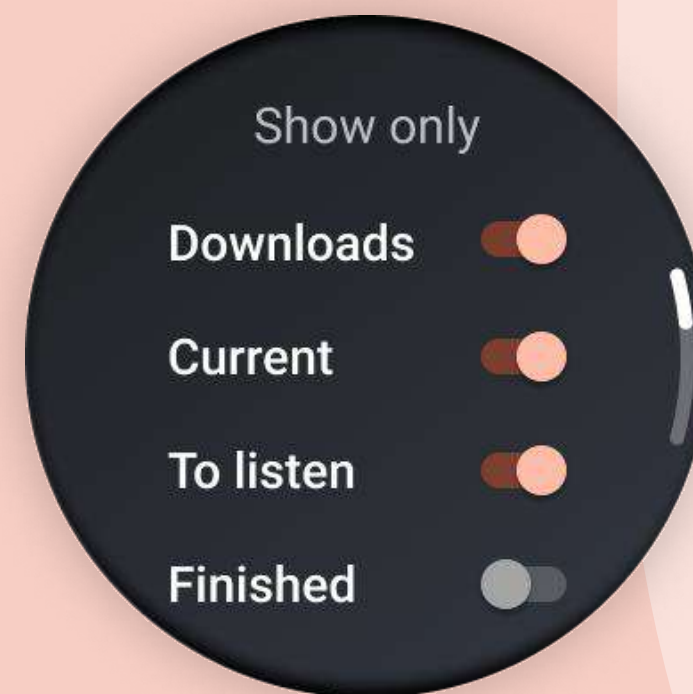
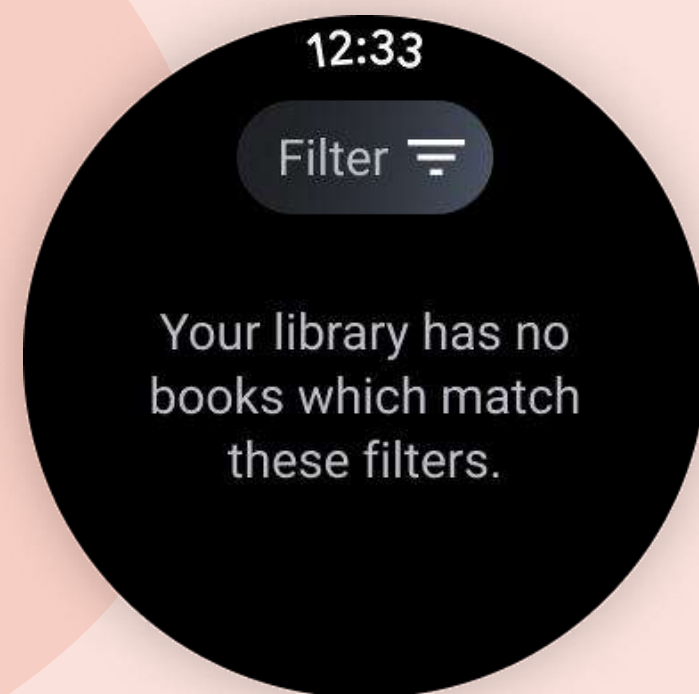
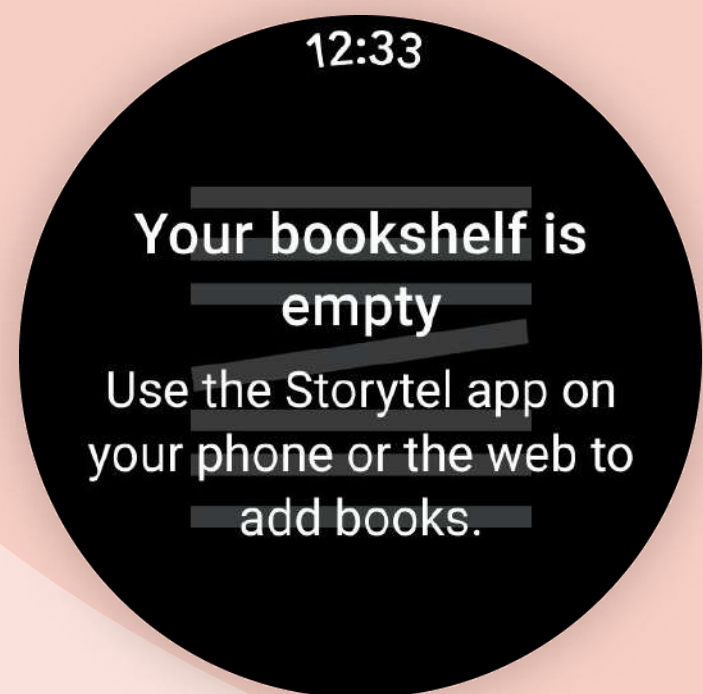
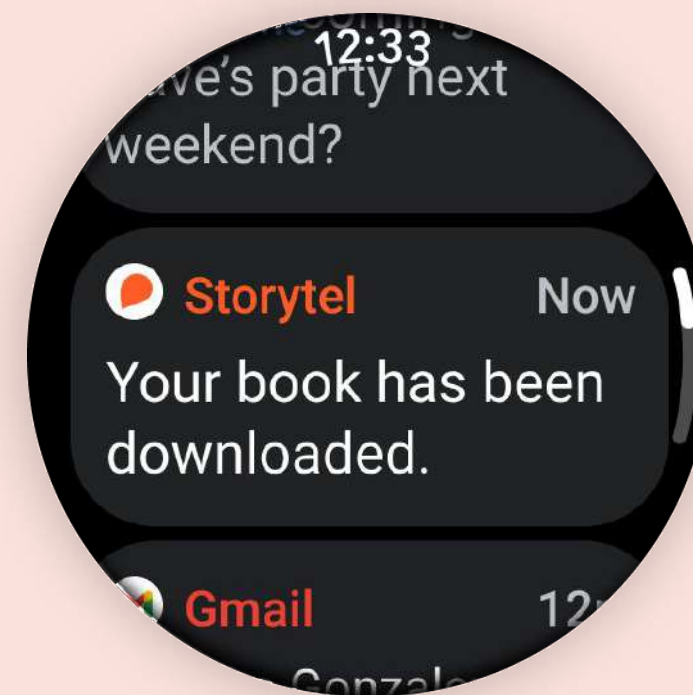
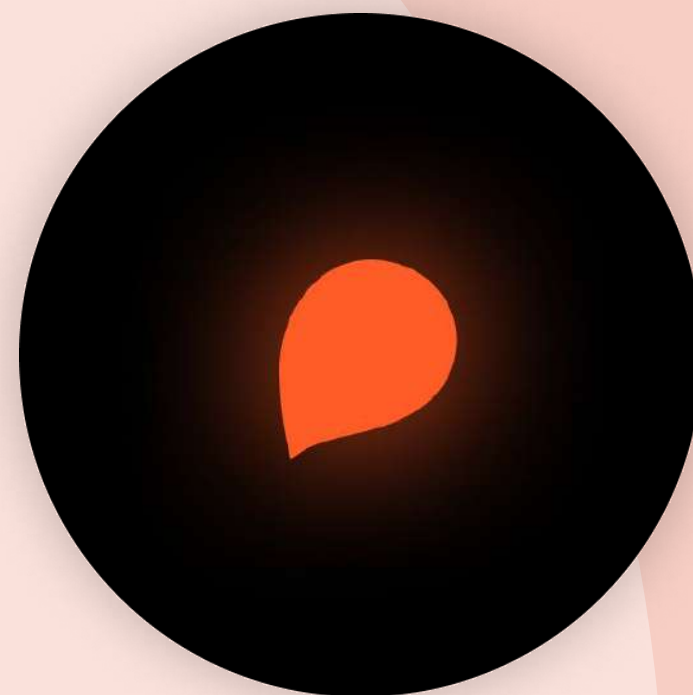
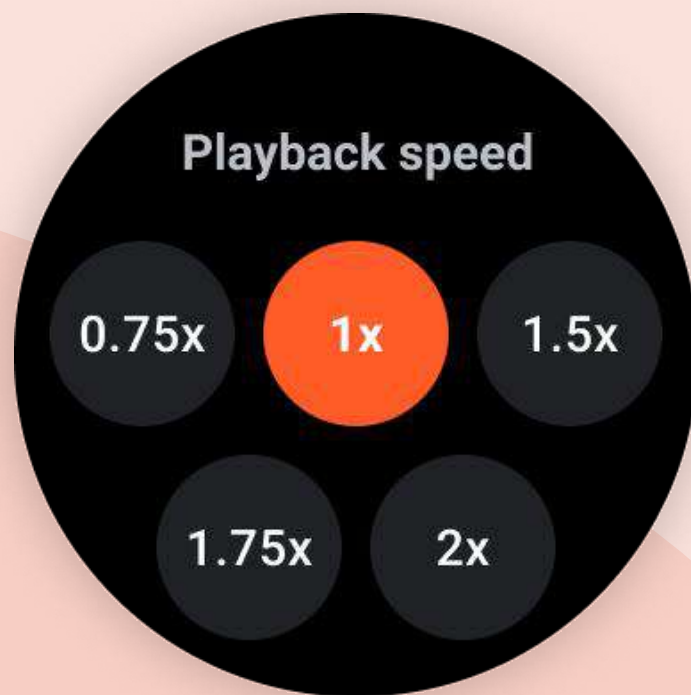
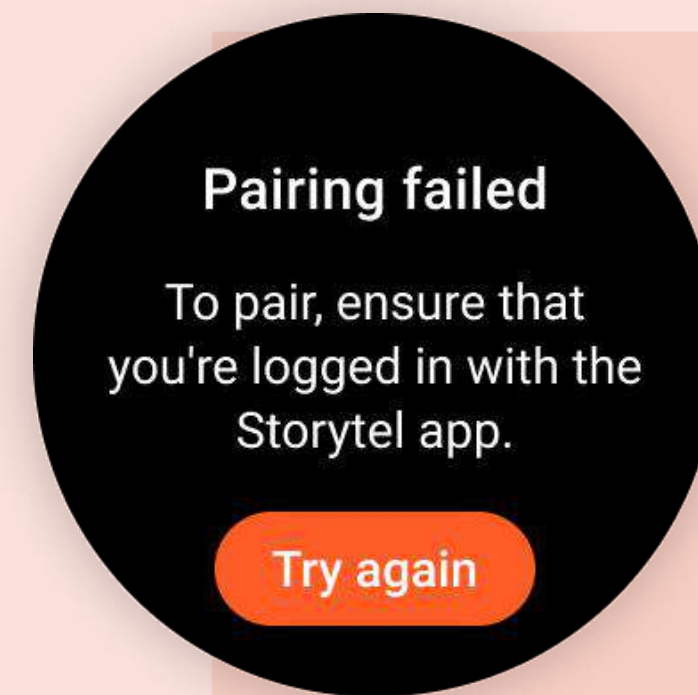
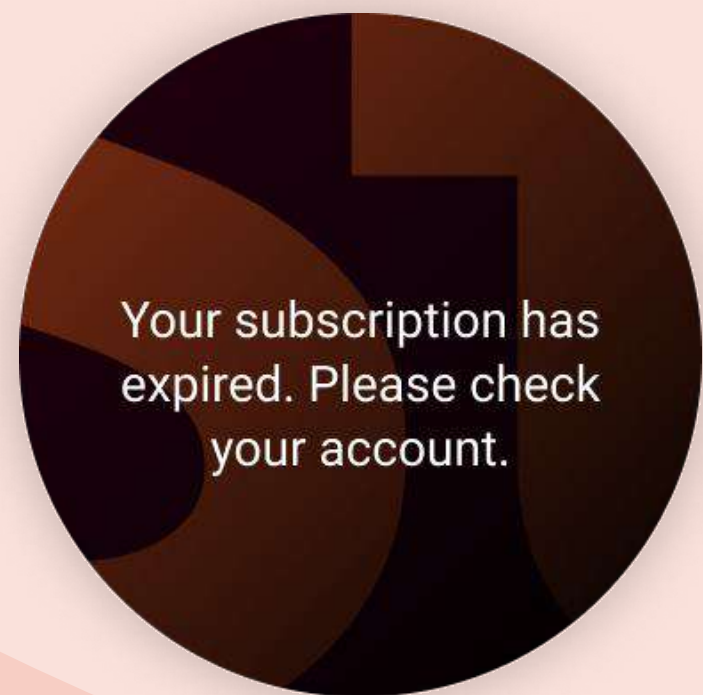
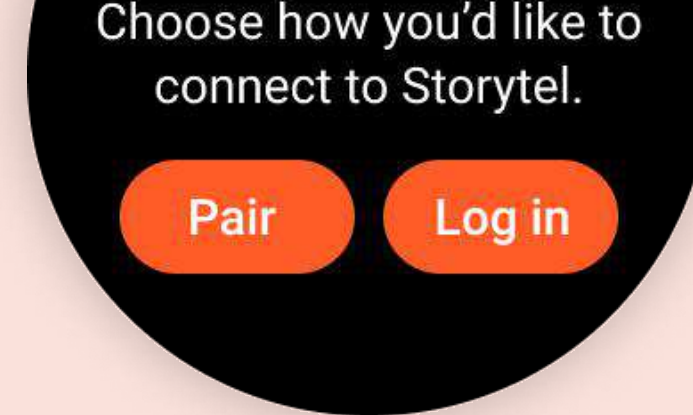
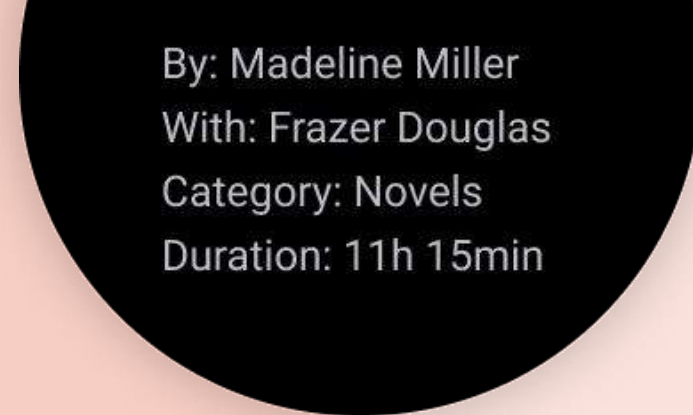
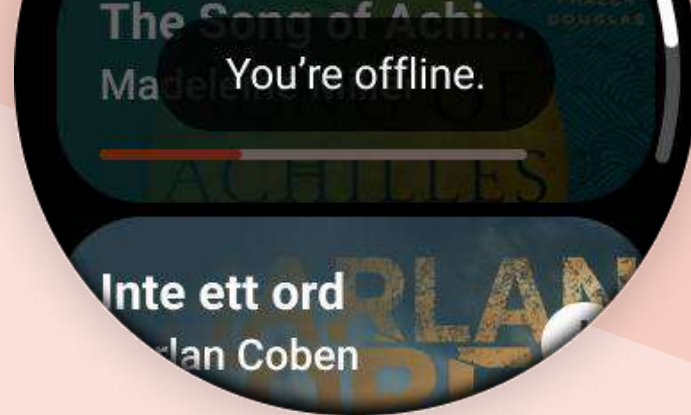
Challenge

To design concept interfaces for Storytel on Google Android smartwatches and Polestar in-car tablets, adapting the user experience to these unique platforms while maintaining core functionality and ease of use.

Outcome

The concept designs successfully showcased Storytel's potential on Android smartwatches and in-car systems, demonstrating intuitive interfaces tailored to each platform's characteristics. This project positioned Storytel as an innovative player ready to embrace emerging technologies in the audiobook market.







Range
310 km

5:14

◀ ▶

🚗

📺

⊙

◉ Storytel

🔍 ⚙️

🏠
Home

🕒
Recents

♥️
My Library

📊
Browse

Suggested for you

STINA JACKSON

ÖDES
MARK

Ödesmark
Stina Jackson

[Lou Berg]

Gryning.
Flask.
Falsk

Gryning. Flask.
Lou Berg

JENS
LAPIDUS

PARADIS CITY

Paradis City
Jens Lapidus

This week's selected

AGENTUREN

ETT LIVSAVGÖRANDE BESLUT

HELEN STOMMEL OLSSON

GANGSTER
PRINSESSAN

P⁺

JOJO
MOYES

🔊

— LO +

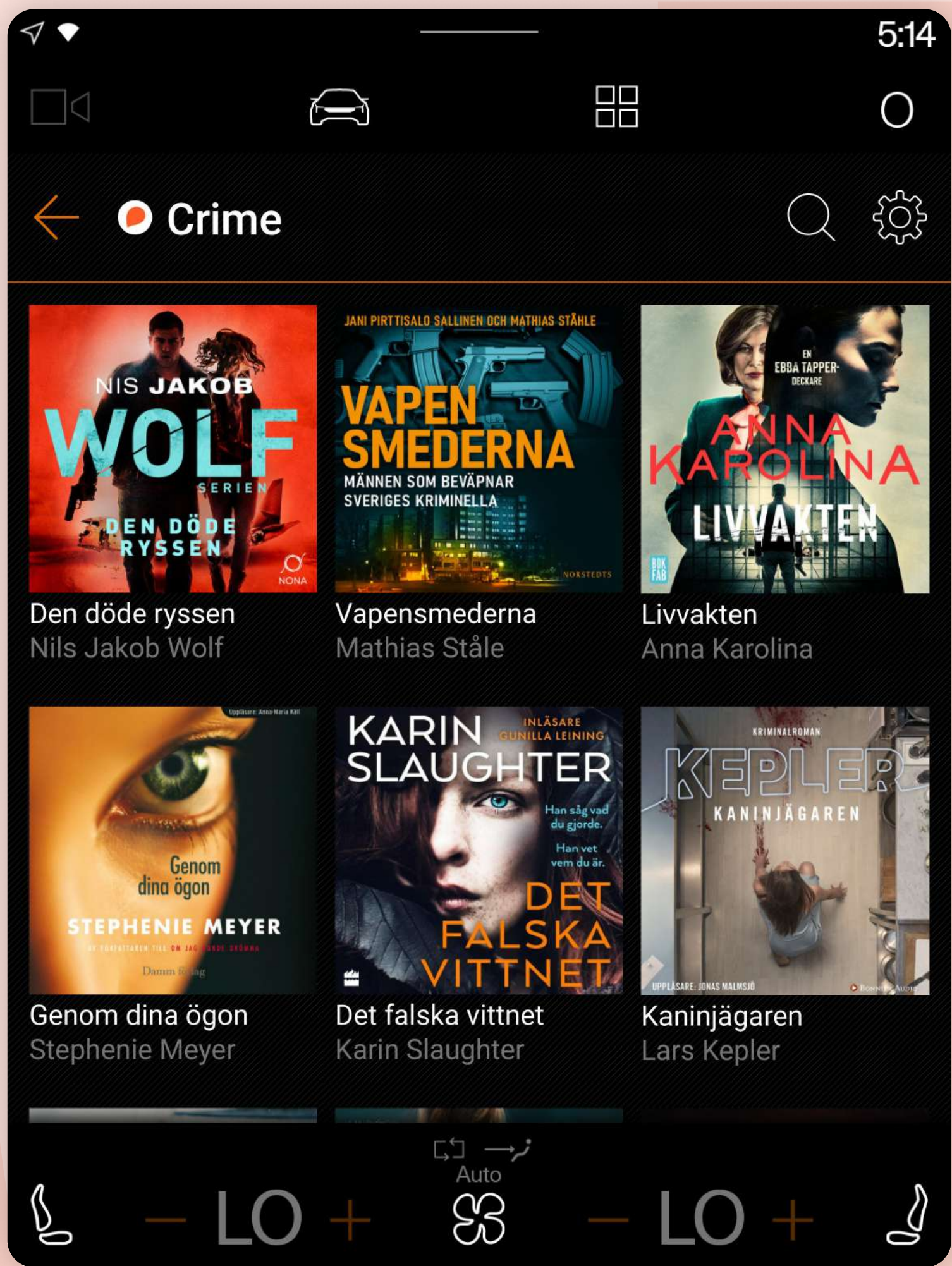
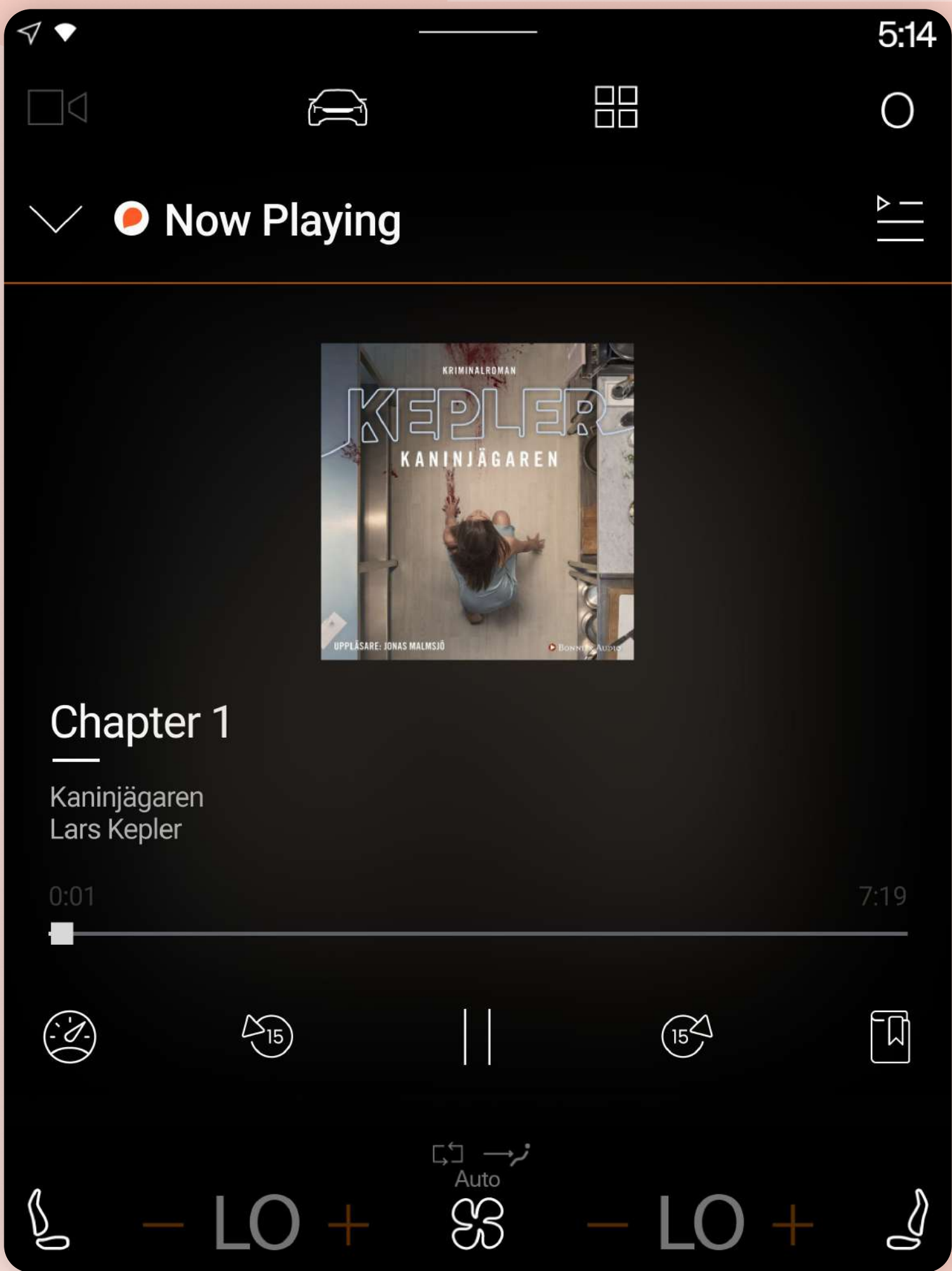
🔊

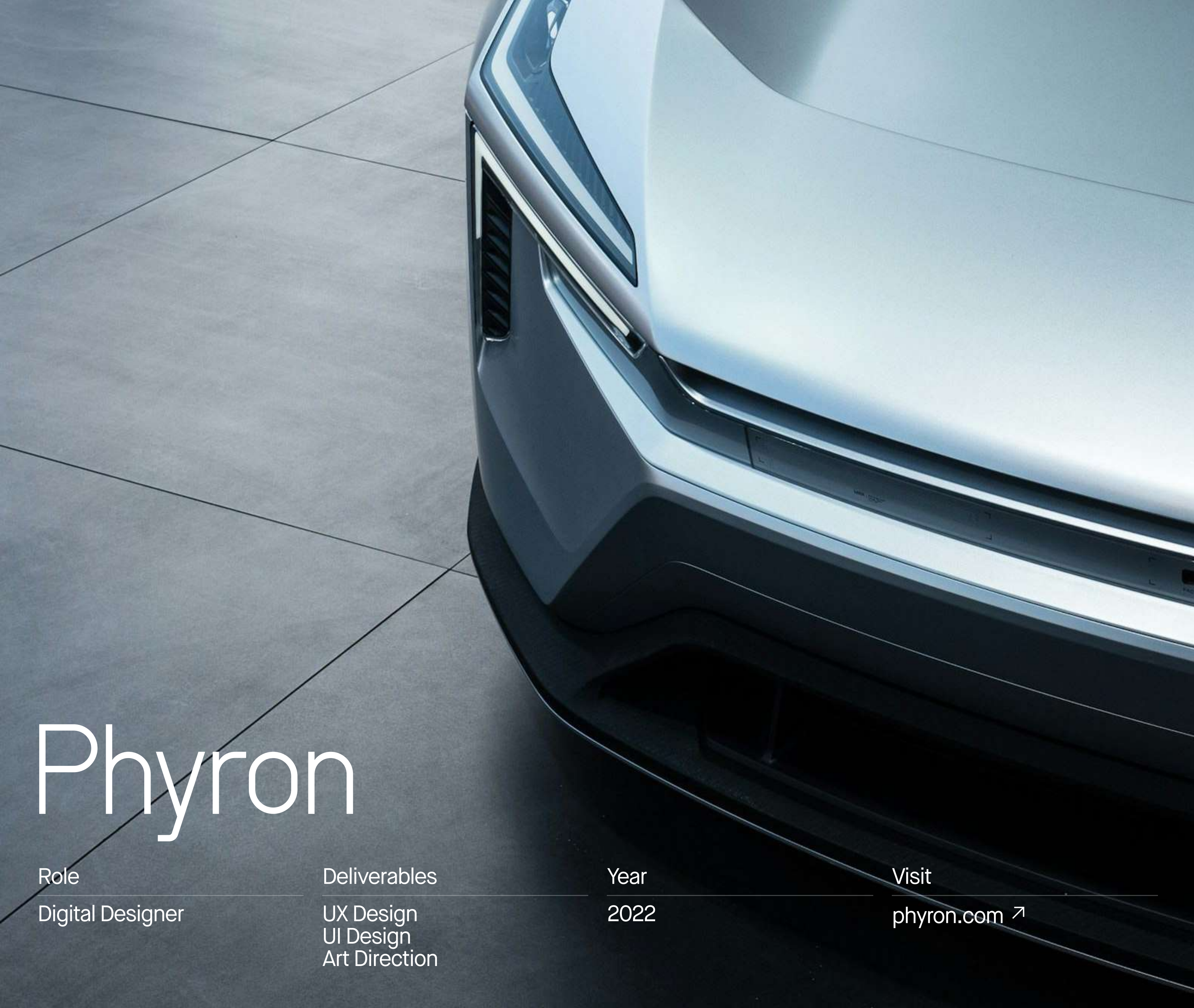
Auto

🔊

— LO +

🔊





Phyron

Role	Deliverables	Year	Visit
Digital Designer	UX Design UI Design Art Direction	2022	phyron.com ↗

Phyron is an AI platform that automatically creates and publishes video ads for car dealers using their existing inventory data. It serves over 2,500 automotive retailers across 25+ countries, requiring no manual work.

Challenge

Elevate Phyron's brand visibility and distinctiveness while clarifying the usage of its AI video advertising tools for users. The new design needed to make Phyron stand out in the market and provide a more intuitive understanding of its platform's functionality.

Outcome

The redesigned website significantly enhanced Phyron's brand visibility and user experience. It now clearly showcases the platform's capabilities with intuitive navigation and engaging visuals. The improved design has simplified tool usage for automotive retailers, strengthening Phyron's market position in automated video advertising. Overall, the redesign has led to increased customer engagement and a better understanding of Phyron's offerings.

Performance
meets possibility.



ph4ron



Bring your cars to life.

We provide a fully automated solution to create engaging and attractive car ads.

Schedule a call

Performance meets



April 25, 2022

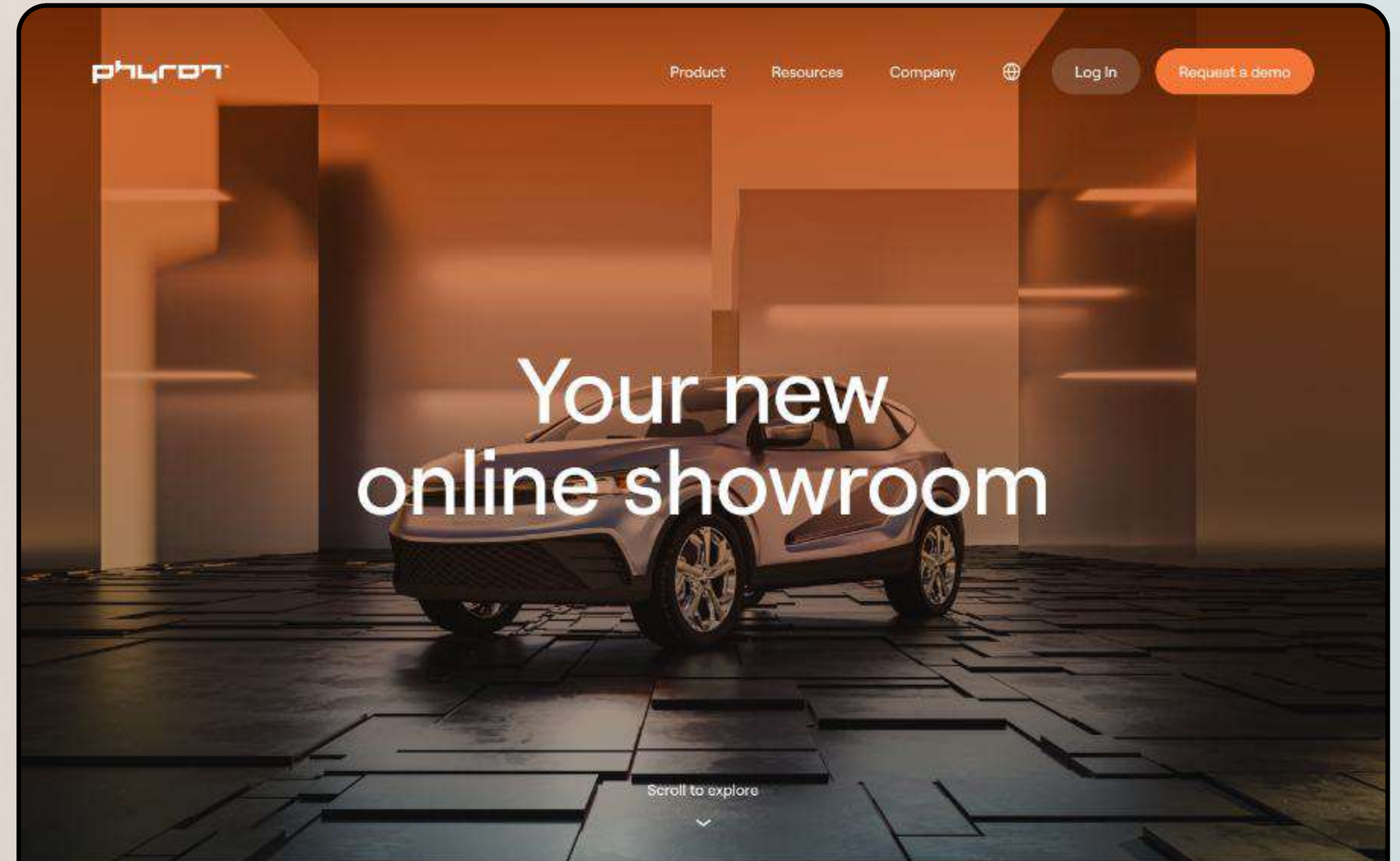
The larger the dealer, the greater the gains

Vestibulum aliquam eros eu arcu condentum luctus. Maecenas quis elit ut magna euismod dignissim



April 25, 2022

Car ad revolution – the north american way



Your new online showroom

Scroll to explore



±17%

More leads for car listings with videos
(Auto Trader)

10s

Additional time spent viewing a video ad
(Baba Vanga)

2x

Car listings with video sells 2 days faster
(Adevinta, Finn)

It's just facts.

Video is the most attractive and engaging format for presenting a car.

Our story

Our founders brought unique competence and experience in areas like film and video, special effects, online sales and international marketing. Sharing the same love of cars, and the same fascination with new, game-changing technology and business models. They are the backbone of Phyron's management team.



The road ahead

Digitalization will continue to drive change beyond our imagination. Beyond electrification, new subscription models, or self-driving cars. But as long as there will be cars and car buyers, these things will never change:

- Buyers will always start their buying journeys online
- They will always prefer life-like presentations
- Automation always lowers selling costs

Phyron will continue to develop new, innovative solutions to make life easier and more profitable for car dealers and OEMs around the world.

Product launch

After several years of development, Phyron AB was established in Stockholm, Sweden

2019

PHYRON

Products

Resources

Company



Request Demo

Contact us



EMEA

Phyron Ab
Linnégatan 2, 114 47 Stockholm, Sweden
+46 70 825 14 37

[Google maps](#)



North America

Phyron Inc
40 King Street West, Toronto, ON M5H 1H1, Canada
+1 416 993 9356

[Google maps](#)

General

Talk to sales
sales@phyron.com

General Inquiries
info@phyron.com

Apply for a job
careers@phyron.com

Sales contacts

United Kingdom
Graeme Dengate
graeme.dengate@phyron.com
+44 794 666 4754

Germany
Eyyüp Kizilkaya
eyyup.kizilkaya@phyron.com
+49 170 33 25 215

France
Gaël Moysan
gael.moysan@phyron.com
+33 662 664 147

Italy

Nordic/Benelux

North America

THANKS FOR WATCHING. WANT TO TALK?

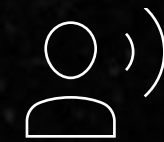
[Book a meeting →](#)



[staffan.estberg\[at\]gmail.com](mailto:staffan.estberg[at]gmail.com)



[+46 735 823 391](tel:+46735823391)



[linkedin.com/in/staffanestberg](https://www.linkedin.com/in/staffanestberg)