

Staffan Estberg

Design & Direction in AI-driven Products and Generative Storytelling

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Designer and creative technologist with 15+ years shaping digital products across Stockholm, New York, Bangkok, and Kuala Lumpur. I work at the intersection of product design, AI, and generative storytelling — leading design for enterprise AI products while building ventures in AI-native production and agentic systems. I bring hands-on craft and strategic direction to projects where design, technology, and narrative converge.

CURRENT

Antidote

Feb 2026 – Present

Founder · Stockholm

AI-native production studio. Generative content for brands using Kling, ElevenLabs, Higgsfield. Current clients/pitches: Karma, Defunc, Myrqvist, Les Market. · antidote.design

River

Feb 2026 – Present

Founder · Stockholm

Agentic AI systems for SMBs (10–100 employees). AI-native operations and tooling. · r-ver.com

SELECTED EXPERIENCE

Capgemini

Jun 2025 – Mar 2026

Lead Product Designer · Stockholm

Led design for Neo, an enterprise AI assistant with hyper-personalized UX, intent-based modes, and AI smart cards. Drove the Universal Search initiative across Capgemini's global app ecosystem.

Opacity / Saturate

2010 – 2024

Founder & Creative Director · Bangkok / Stockholm

14 years running independent design studios. Design direction, branding, UX for Spotify, Klarna, Warner Music, Delivery Hero, Swedish Match, Björn Borg, Norrskan Foundation, and more.

MoneyLion

Nov 2022 – May 2023

Lead Product Designer · Kuala Lumpur

Fintech platform serving millions. Led design of RoarMoney, Instacash, and Marketplace.

Coinweb.io

2020 – 2021

Lead Designer — Layer 2 blockchain ecosystem. Blockfort, On/Ramp, Starpoints

APPRL

2015 – 2016

Head of Design — Influencer platform. Redesigned brand + built Closet for South America

EARLIER CAREER

Perfect Friday (Co-Founder, Bangkok) · ISPY (Creative Director) · Ocean Observations (Viaplay initial UI) Spray / Passagen Media (Art Director, Sweden's leading entertainment portal)

FILM & CREATIVE PROJECTS

Developing INVADER (horror/sci-fi feature). Producing AI-generated shorts via generative video pipelines. Film production background (Kulturama). Working toward self-financed feature production through Antidote.

EDUCATION

Hyper Island Design, Technology & Management (Bachelor)

2004 – 2006

Kulturama Film Production

2009 – 2010

Kalmar University Interactive Media

2003 – 2004

EXPERTISE

Design Product Design · Design Systems · UX Strategy · Prototyping · Art Direction

AI & Tech Generative Video (Kling, ElevenLabs) · AI Prototyping · Prompt Engineering

Tools Figma · HTML/CSS/React Prototypes · After Effects · DaVinci Resolve

Languages Swedish (Native) · English (Fluent)

References available upon request.