

Staffan Estberg

Senior Product Designer

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Summary

I'm a Swedish Product Designer with extensive experience in the creative industry. A Hyper Island alumnus. Passionate about creating products, understanding users, and making sure design empowers customers.

The last 15 years I've been helping brands across the globe to deliver successful platforms and campaigns by using creativity, technology and best-in-class production methods.

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

Experience

Bangkok Mar '20 – Present	Opacity — Freelancer / Consultant New studio project. Worked with clients such as Storytel, Haypp Group, Phyron, Vinoteket and AllaBRF.
Kuala Lumpur Nov '22 – May '23	MoneyLion — Lead Product Designer Fintech platform that offers a range of banking and investment services for individuals. Worked on products such as RoarMoney, Instacash and Marketplace.
Bangkok Dec '20 – Jun '21	Coinweb — Lead Designer Blockchain eco system based on Layer 2 technology. Worked on products such as Blockfort, On/Ramp and Starpoints.
Bangkok Nov '07 – Mar '20	Saturate — Freelancer / Consultant A digital product studio, previously based in Stockholm and Kuala Lumpur. Work included design direction, graphic design, branding, concept development, user experience, interaction design and creative development. Worked with brands such as Spotify, Klarna, Warner Music, Delivery Hero, Swedish Match, Björn Borg and more.
Bangkok Apr '16 – Apr '17	Perfect Friday — Co-Founder A creative agency where my role included new business and client acquisition, resource planning and project management, business and concept development, team management, as well as hiring and reviewing. I led and facilitated projects for both local and international clients.

Stockholm (remote)

Feb '15 - Mar '16

APPRL — Head of Design

APPRL is an invitation-only service for leading digital content creators; talent, editors, publishers and other people of influence. I redesigned the platform and all brand aspects, as well as designed and prototyped new features, concepts and collaborations including Closet, the first influencer monetisation platform in South America.

Stockholm

Apr - Aug '11

ISPY — Creative Director

ISPY is a full service agency in Stockholm. I managed projects and designers, and pitched solutions for new prospects and existing clients, including Notar, Telenor and Primewine.

Stockholm

Aug '10 - Mar '11

Ocean Observations — Visual Designer

Ocean is an innovation design agency in Stockholm. I designed user interfaces across a broad range of platforms including a power plant facility, and did the initial design for the app version of the video streaming service Viaplay.

Clients include Modern Times Group, Telia, ABB and Electrolux.

Education

Stockholm

Aug '09 - Jun '10

Kulturama — Film Production

Courses included: Directing, Producing, Editing, Cinematography, Post/VFX

Karlskrona

Aug '04 - Jun '06

Hyper Island — Design, Technology & Management

Bachelor's degree. Diploma for participating in UGL, a leadership course.

Kalmar

Aug '03 - Jun '04

Kalmar University — Interactive Media

Courses included: Web Development, Marketing, Media History & Video

Skills

Product Design, Interaction Design, User Interface Design, User Experience Design, Branding & Identity, Concept Development, Design Direction, User Research, Visual Design, Immersive Design, Design Systems, Film Production

HTML, CSS (SASS, PostCSS), JS (ES6, React), Git, SEO, WPO, WordPress, Responsive Design, Prototyping

Adobe Creative Cloud, Figma, Sketch, Framer, Principle, DaVinci Resolve

References

Vlad Ches

Design Director, MoneyLion

Toby Gilbert

CEO, Coinweb

Fredrik Stutterheim

CEO, We Are Yours

Crille Lampa

Founder, Lampa, Hellberg & Partners