# Eric Jacobson

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References available
upon request

Eric is a T-shaped designer with 5+ years of experience in UX and software design. He excels in roles with design process ownership, delivering insights through user research, prototyping, and creating intuitive interfaces. Skilled in managing complex, data-heavy software, as well as in stakeholder management and requirement analysis.

## Selected Projects

Oct 2022 - Present
### UX Design Lead - Axfood

Responsible for the user experience of all new in-store digital interfaces. Leading the overall way of working through an user-centered approach to balance business and user needs.

May 2021 - Aug 2022
### PM & UX/UI Designer - FTI

Designed and led the project of Förpackning-och Tidningsinsamlingen (FTI) new website and digital design system. Creating a whole new look-and-feel as well as way of working for their web authors.

Dec 2020 - Apr 2021
### UX/UI Designer - WaterAid

Designed an app for WaterAid's campaign "March for Water" in which companies could start step counting contests and gather money to WaterAids work towards clean water for all.

Jun 2020 - Dec 2020
### UX/UI Designer - Norna AI

Designed a dashboard for complex retail purchasing trends using AI.

## Education

Nov 2023 - Jan 2024
### WAI0.1x Web Accessibility Certificate - W3Cx

Jun 2023 - Aug 2023
### Design Process Certificate - Google

Aug 2017 - Jun 2020
### Bachelor's Degree Interaction design - Stockholm University

Aug 2016 - Jun 2017
### Information Technology - Royal Institute of Technology