

# Sebastian Beverloo

User Experience Specialist &  
Technical Communicator

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## Summary

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**UX specialist** with over a decade of experience in creating personalized learning experiences for students with learning difficulties. I see to the actual needs of users—a skill that has been refined over more than three years in product design, both as a consultant and employee.

With my academic background (a **two-year Degree in UX Design** and a **Master's in Aesthetic Disciplines**), my design approach is data-driven. I like to base my design decisions on qualitative and/or quantitative user data whenever possible. I am the voice of the user in all decisions.

As **Head of UX/UI Design** for Digital Neighborhood Watch, I created the visual identity, the brand tone of voice and the user interface, working closely with developers. I have also led **AI R&D projects** at Ericsson, including a design concept for an AI-integrated, conversational AR interface for field technicians.

## Value Proposition

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My goal is to **create meaningful user experiences**, harmonized across all platforms and accessible to all users. With the convergence of spatial computing and AI, the moment is ripe to shape the future of digital experiences. I am all about designing digital solutions that make a difference, **solving real user problems**, and bridging the gap between user and business goals.

**Sebastian Beverloo**—*making things usable, making usable things.*

## Key Skills

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- **User Research & Insights:** Proficient in both qualitative and quantitative research methods, including usability testing and data analysis (Google Analytics, Hotjar).
- **AI & AR:** Immersive design for spacial experiences, AR/VR/XR, incorporating AI to solve user problems. Deep understanding of AI mechanics (RAG, ML, semantic data).
- **Figma:** Wizard-level skills and pedantic organization of variables, components and assets.
- **Adobe CS:** Proficient in Photoshop and Illustrator. Familiar with After Effects and Premiere Pro.
- **Full Ownership:** Managing the complete UX process—from user research to final UI prototyping and testing—founding each iteration in validated user needs.
- **Collaboration:** Extensive experience working in agile environments (Scrum, SAFe) internationally in cross-functional teams, including China, Hungary and Germany.
- **WCAG/W3C:** Inclusive design and UX copy. Accessibility for everyone in all environments.
- **Frontend:** Experienced web-designer with skills in HTML, CSS, CMS. Knowledge of Javascript.
- **Design Systems:** Developing new, scalable design systems, working with award-winning systems such as Ericsson Design System (EDS), Handelsbanken Design System (HDS).

## Work Experience

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**Ericsson** - Global leader in 5G telecom and AI

Jul 2023 - Nov 2024

*UX Specialist & Technical Communicator*

- **Led AI and AR research and software development** for autonomous operations, improving user experience and contributing to AI-driven operational processes. Ethical considerations were an integral part of the AI solution design, ensuring security, privacy and user trust.
- Developed an AR headset concept to support field technicians with critical information in low-accessibility environments, **utilizing AI** to interact with the surrounding environment.
- Streamlined internal procedures and ways of working, addressing effectiveness and improving collaboration in remote and async environments spread out across different parts of the world.
- **Collaborated** in an async-first, cross-functional environment with international teams in China, Hungary, Germany, Poland, and Finland.
- Worked extensively with Ericsson's award-winning **design system** (EDS).

**Digital Neighborhood Watch** - Community security platform

Aug 2022 - Jun 2023

*Head of UX/UI (Designer, Writer & Researcher)*

- **Spearheaded the UX/UI design process** from concept to completion for the service and mobile app connecting home security systems with wearable technology, collaborating closely in a cross-functional team using lean UX within a Scrum framework.
- Conducted both **qualitative and quantitative user research**, contributing to a 30% increase in user acquisition and a 25% improvement in engagement metrics. Data-driven user behavior analysis using **Google Analytics and Hotjar** identified key drop-off points and interaction patterns, enabling targeted design adjustments, resulting in a 20% increase in user retention and significantly improved customer satisfaction scores.
- As **Head of UX/UI Design**, developed the entire visual identity, including the website, app ecosystem, logotype/app icon, branding, and advertising campaign, showcasing leadership in establishing design consistency. Created and curated a design system from scratch, managing typography, colors, and building a component library that was appreciated by developers. Set the brand tonality, aligned UX copy with that tonality, and designed all in-app interactions based on extensive user research.

**With or Without Beverages** - Non-alcoholic beverages startup

May 2022 - Dec 2022

*Web Designer (Consultancy)*

- Designed a user-friendly interface and **information architecture** for the brand's **website**, leading to a 25% increase in user acquisition and a 15% higher conversion rate.
- Certified webpage design met **WCAG** AAA standard, accessible to all users in all situations.
- Incorporated motion design for interactive website elements, making the UX more engaging.

**Interesting Times Gang** - Circular innovation studio

Feb 2022 - May 2022

*UX Designer (Consultancy)*

- Designed and developed an educational game with **Unreal Engine** for the NGO Keep Sweden Tidy (*Håll Sverige Rent*), showcased at the UN Ocean Conference 2022 in Lisbon, focusing on sustainability and climate awareness through interactive learning.
- Utilized AI-generated faces and voices using Synthesia for diegetic video broadcasts within the game, enhancing the **immersive storytelling experience** and making the game more engaging.
- **Worked closely with stakeholders**, including the customer, in bi-weekly sprints to make sure the game's design met sustainability goals while maintaining user engagement.

**Handelsbanken** - The largest product company in Sweden

Sep 2021 - Dec 2021

*UX Designer (Consultancy)*

- Designed internal tools for case management in a **SAFe-agile environment**, improving usability and efficiency for professional users.
- Conducted **extensive user testing** and presented insights that led to iterative improvements.
- Worked extensively with Handelsbanken's **Design System** (HDS), recognized for their high standard in usability and innovation.

**Independent Work** - Freelance

2010 - 2022

*Private Tutor, Study Coach & Piano Teacher*

- Ran a successful tutoring business for over a decade, **tailoring learning experiences** to meet the specific needs of each student, demonstrating organizational skills, independence, and ability to create personalized, user-centered approaches that fostered student growth and engagement.

**Swedish Army** - Conscription service (lumpen)

2003

*Company Commander Trainee*

- Developed strong **leadership, discipline, and problem-solving skills** during military training as a company commander trainee, learning to manage and prioritize under pressure.

## Education

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**Stockholm Institute of Technology**

400 yhp, 2 years

Higher Vocational Degree in **UX Design**

**Stockholm University**

120 hp / ECTS

Master's Degree in **Aesthetic Disciplines**

**Stockholm University**

90 hp / ECTS

Bachelor's Degree in **Musicology**

**SAE Institute**

18 months

Diploma in **Audio Production**

**Poppius School of Journalism**

6 months

Certificate in Practical **Journalism**

## Languages

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- **Swedish** (Native)
- **English** (Business, technical, academic)
- **Japanese** (Rusty)