



Tomas Friberg

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Passionate, inquisitive UX designer, and information architect

Objective:

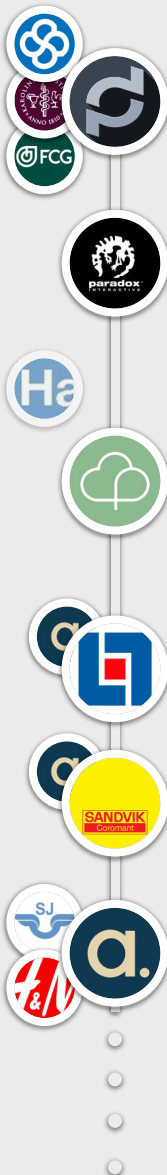
I am passionate about making technology (in whatever form, shape, or color) useful, fun, and engaging. I thrive in autonomous, cross-functional, agile team environments.

Summary:

I am an interaction designer and information architect with more than twenty years of experience in visual communication and product development for mobile, web, applications, and games.

Specialties:

UX with a focus on interaction design, information architecture, wire framing, prototyping, and sometimes, even graphic design.



Design Pending (2022–)

UX designer and information architect, but now as a freelancer, and remote-only consultant. It turns out, I even enjoy the book keeping that comes with being my own.

Paradox Interactive (2017–2022)

Senior UX Designer in the Hearts of Iron product development team. My role is to make Hol make sense to the players, from the Game Director's visions and the Game and Content Designers' systems, by visualizing flows and interactions with wireframes and prototypes.

Projectplace/Planview (2011–2016)

Interaction design, information architecture, product translation facilitation, and community liaison. Doing awesome interaction design at a level I have longed for, for many years, in one of our eight cross functional teams.

Länsförsäkringar (2007–2010)

Wire framing, prototyping and UX design for several internal web applications.

Sandvik Coromant (2010)

Web site redesign of tool picker and web shop. Made it possible to select the right tool for the right job among 30.000+ products in 2 simple steps instead of 7. In a modern, easy and delightful way.

Antrop (2007-2012)

UX design consultant. Making fun and useful product and service design in the web, and mobile space.

The rest... (1989-2007)

... is, as the saying goes, history.

In short, I have also worked as a type setter, CAD designer, Art Director, web developer, and network administrator.

More at: <https://www.linkedin.com/in/tfriberg/details/experience/>.