

CV OF GABRIEL UGGLA

SUMMARY

I am a Swedish UX designer passionate about bringing the user's voice into brands, services and products. As a born and raised Scandinavian I strive to create simple and thoughtful product experiences for all people. My work usually lives in the intersection of industrial and interaction design, with the user experience at the core.

During the past years I have been fortunate to live and work in Sweden, Austria, The Netherlands, California and Germany, where I got to experience other cultures, people and design. I have also been honored to have my work published online and in magazines, exhibited and awarded.

My portfolio can be found at gabrieluggla.com.

CONTACT

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DESIGN EXPERIENCE

Interaction Design Intern — Designworks

6 months, 2019
Munich, Germany

Worked on 5 projects with high responsibility, mostly fully autonomous. Currently under NDA.

Industrial Design Intern — HUGE Design

4 months, 2018
San Francisco, California

Worked on 8 projects with varying responsibility and was the responsible designer of a product for a venture capital backed start-up. Got experience working in a close-knit team in fast-paced projects for American and international clients.

Product Designer — VanMoof

5 months, 2017
Amsterdam, The Netherlands

Was part of a three-man-team as full-time designer, responsible for the design and UX of the next generation of VanMoof's smart electric bicycles. Successfully conceptualized and implemented a dot-matrix display, an integrated speaker/bell/alarm and a user-replaceable smart module. Redesigned the user interface and user experience of the hardware and on-bike display through user studies, wireframes and flowcharts. Prototyped physical and digital proof of concepts before production. Collaborated with specialized manufacturers across the globe. Redesigned the bicycle packaging experience, saving the company 80k EUR annually. Designed multiple bicycle accessories.

Product Design Intern — Philips

6 months, 2016
Amsterdam, The Netherlands

Worked on 18 different projects with varying responsibilities in the Male Grooming team, Philips' core business. Responsible designer for a new hero product placed on the product roadmap. Designed multiple shaver accessories. Designed an exhibition for an official Star Wars collaboration. Arranged and facilitated three workshops with 40+ participants. Won 3:rd place in an internal Makeathon. Arranged group activities and network opportunities for interns through the intern committee.

Industrial Design Intern — Zenit Design

3 months, 2015
Malmö, Sweden

Assisted the team with CMF proposals and ideation sketches. Created visualizations for client presentations. Designed quick concepts for new business proposals.

Design Consultant — gabrieluggla.com

6 years, 2015–Present
gabrieluggla.com

Creating logos, websites and visuals for smaller businesses and start-ups.

OTHER EXPERIENCE

Co-Founder — Österlenglass Ice Cream

10 years, 2010–2019

Kivik, Sweden

My father had a lifelong dream to have his own ice cream shop, and one early summer day in June 2011 I drove across Sweden with my brother and a friend to make that dream a reality. We bought the tools, machines and freezers, and my father –being a carpenter by trade– built a small ice cream shop. Our locally inspired ice cream became popular, one shop grew to three, and we started selling our ice cream to restaurants and supermarkets across the south of Sweden. 9 years later, we decided to sell the company in early 2019.

Photoshop Teacher — Korsavad High School

6 months, 2010

Simrishamn, Sweden

Taught an introductory Photoshop class to high schoolers in grades 7-9 weekly for one semester.

Miscellaneous

3 months +

Kivik, Sweden

I have a minimum 3 months of experience working as:

Geriatric dementia caregiver

Kindergarten teacher

High school teacher in Spanish and English

Apple orchard farmer

Carpenter

Retail employee

Waiter

EDUCATION

Master of Fine Arts in Advanced Product Design, Umeå Institute of Design

2 years, 2017–2020

Umeå, Sweden

Bachelor of Fine Arts in Industrial Design, Umeå Institute of Design

3 years, 2013–2016

Umeå, Sweden

Exchange semester, FH Joanneum

6 months, 2015

Graz, Austria

Business and Entrepreneurship night classes, Umeå School of Business

3 months, 2013

Umeå, Sweden

Strategic Design and Product Development course, Umeå Institute of Design

3 months, 2012

Umeå, Sweden

Art School, FIDU

1 year, 2011–2012

Hällefors, Sweden

Engineering and Design program, Österlengymnasiet

3 years, 2008–2011

Simrishamn, Sweden

EXTRACURRICULAR

Student representative, Ställverket student group

1 year, 2018–2019

Umeå, Sweden

Member of the Intern Committee, Philips

2 months, 2017

Amsterdam, The Netherlands

Internal Makeathon, Philips

24 hours, 2016

Drachten, The Netherlands

Hackathon, Spotify

24 hours, 2015

Stockholm, Sweden

Hackathon, Uniaden

48 hours, 2014

Umeå, Sweden

AWARDS

IxD Award — Best Student Project
2020

IxD Award — Finalist, Disrupting
2020

iF Design Award — Winner
2020

Core77 Design Award — Winner, Transportation
2019

iF Design Talent Award — Best of the Year
2018

BraunPrize — Silver Award, Student
2018

EXHIBITIONS

Formex — Exhibitor of “Nike Freeknit+”
2018

Semcon Design Days — Exhibitor of “Nike Freeknit+”
2016

ARTICLES

Time Magazine — “Best Inventions 2019”
<https://time.com/collection/best-inventions-2019/5733141/vanmoof-electrified-s2/>

De Ingenieur — “Smart Inhalator Helps Asthmatics”
<https://www.deingenieur.nl/artikel/slimme-puffer-helpt-astmapatienten>

Wired — “Wish List 2018: 48 Gift Ideas That Everyone Will Connect With”
<https://www.wired.com/gallery/wish-list-2018-48-awesome-holiday-gift-ideas/>

Engadget — “VanMoof’s Electrified S2 is a seriously smart commuter bike”
<https://www.engadget.com/2018-10-04-vanmoof-electrified-s2-electric-bike-hands-on.html>

The Guardian — “VanMoof Electrified S2: ‘One of the smartest bikes you’ll ever ride’”
<https://www.theguardian.com/lifeandstyle/2018/jun/24/vanmoof-electrified-s2-ebike-anti-theft-subscription-city-bike-review>

The Verge — “VanMoof’s new theft-defying Electrified bikes are serious, fun”
<https://www.theverge.com/2018/5/29/17404180/vanmoof-s2-x2-price-date-specs>

TOOLS

ADOBE

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Audition, Lightroom, XD

CAD

Rhino, SolidWorks, Blender, KeyShot

UI

Sketch, Figma, Principle, InVision, pen & paper

UX

Ethnographic research, user testing, user journeys, blueprinting, co-creation

LANGUAGES

Swedish

Native

English

Fluent, C2 level

German

Elementary

Spanish

Elementary