Curriculum Vitae
Torbjörn Brange
Senior UX professional_

✉ torbjorn@brange.se
☎ +46 70 201 90 02
in linkedin.com/in/torbjornbrange
🏠 Malmö, Sweden

Senior Lead UX consultant. Have worked with everything from user research to overall design concepts for external and internal digital precense since 2003. I work currently as Lead UX, responsible for a small team of UXers. My assignments are usually focused on UX research & Vision phase delivery, but I also have skills in traditional UX work such as wireframing and usability testing.

💼 UX Work experience

Lead User Experience   B3 Grit
📅 March 2023 – Ongoing

Team lead for a group of UX designers, responsible for creating UX offer & coaching team members on their assignments, as well as serving as a UX consultant myself.

Lead User Experience   Visma
📅 March 2017 – March 2023

Lead UX for HRM product suite in charge of concept design, prioritization, and user research. Coached 4 dev teams to enhance comprehension about Agile UX. Also conducted business and needs analysis for other products within the Visma corporation. cted as coach and mentor in Visma UX mentor program.

Sr. User Experience Architect   CGI Group
📅 April 2010 – Feb 2017

Lead concept architect and UX strategist with focus on Definition/Vision Phase where I handle user research, target group analysis, strategic prioritization and requirements concerning UX and overall design concept.

User Experience Architect   Digitas LBi
📅 Feb 2007 – Jan 2009

Developed concepts for external web sites & applications. Performed user research, developed personas, scenarios & concepts proposals based on research.

Freelance UX Consultant   Brange User Experience Design
📅 Sept 2003 – Jan 2007, Feb 2009 – Mar 2010

Worked as a freelance UX consultant and Usability advisor for various customers such as Sony Ericsson, Tieto and Teleca.

💼 Case Examples

Please check out link below to my portfolio for examples of cases I have done

www.brange.se

🎖 Things I am proud of

Visma Public Business Suite HRM
Introduced UX WoW as UX Lead for a major HRM platform. Set up guidelines, created personas based on research which revealed pivotal user needs and requirements. UX redesign based on research. Initiated setup of a framework for continuous collection of user & customer feedback.

Collaborative User Journey Mapping
Created a method for doing quick flow maps for a process by providing cards of most frequent sub actions in a system. Also adopted by colleagues and helpful in many of my assignments.

Skånetrafiken - Digital Customer Experience
Revealed touchpoints by using CJM and personas derived from desktop research on a tight schedule thereby saving a project from breakdown.

Swedish Traffic Board
Was part of the team creating requirements for a 500 million SEK public procurement as expert concerning UX requirements & design process

CGI Group - Sweden South
Raised awareness about UX & changed perception of UX=UI to a matter of strategic value to our clients

🧠 Strength's & capabilities

- Honest
- Analytical
- Entepreneurial
- Contextual sensibility
- Commercial Awareness
- Reframing
- Social Competence
- Dedicated

📖 Education, training & certificates

Design Sprint Certification
AJ&Smart
📅 Ongoing

Google Analytics IQ Certificate
Google IQ Academy
📅 Sept 2016

Web design & .NET programming
Malmö University
📅 Sept 2002 – Jan 2003

Interaction Design, Master level
Malmö University
📅 Sept 2000 – June 2002

Digital graphical design
ITEK
📅 Aug 1999 – Jan 2000

Behavioral science & HR
University of Lund
📅 Aug 1988 – June 1990

Aᵃ Languages

Swedish	My native language
English	Fluently, both written and spoken
Danish	Fairly fluently, spoken

✕ Skills

Modelling & Analysis	
Personas & Scenarios	★★★★★
Effect/Impact Mapping	★★★☆☆
Customer Journey Mapping	★★★★☆
Wireframe Prototyping	★★★★★
Target Group Analysis	★★★★★
Use Cases/User Stories	★★★★☆
Business Modelling Canvas	★★★☆☆

Process & Project methodology	
Lean & Agile UX	★★★★★
Design Thinking	★★★★★
Scrum	★★★★☆

Research & Evaluation	
Expert Evaluation	★★★★★
Think-Aloud Evaluation	★★★★★
Contextual Inquiry	★★★★☆
Card Sorting	★★★★☆
Workshop Facilitation	★★★★★
Ethnographic Research	★★★★★
Accessibility Evaluation	★★★☆☆

Facilitator & collaborative WS skills	
Coll User Journey mapping	★★★★★
Design Sprints	★★★★★
Affinity mapping	★★★★☆

Tools	
Mural	★★★★★
Miro	★★★★☆
Axure RP	★★★★★
Figma	★★★★☆
Figjam	★★★☆☆
Optimal Workshop	★★★★☆
Survey monkey	★★★★☆
In Moment	★★★★☆
Google analytics	★★★☆☆
Jira	★★★☆☆
Confluence	★★★☆☆