

Tony Blessander

I am a curious thinker, a problem solver, a designer. I collaborate with product and technology teams to deliver relevant and meaningful solutions to complex problems that create value for people and drive business results.

Portfolio neuromodule.com
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Experience

Pingdom AB

Apr 2017 – present

Senior UX Designer, Team Lead

Västerås, Sweden

Pingdom is a cloud-based web performance and digital experience monitoring solution used by companies such as Mailchimp, SquareSpace, Shopify and Netflix. I lead a team of designers and collaborate with product and technology teams to make the web faster and more reliable. I have worked on concept and design of a number of analytics dashboards, alerting capabilities, a single-sign-on experience and product onboarding. I have performed discovery and ideation activities, conducted user research and usability testing, wireframing, prototyping and created high-fidelity designs.

Automile AB

Apr 2014 – Mar 2017

Product Designer

Stockholm, Sweden

Automile is cloud-based fleet management system and electronic trip logger for businesses of all sizes. In my role as Product Designer I was responsible for concept and design of the B2B and B2C mobile and web experiences as well as internal sales tools, marketing collateral and packaging. I joined when there were only four people in the company and the product was in alpha. I was part of two investment rounds, opening of two new offices and product launches in four countries.

AgilOne Inc

Feb 2012 – Apr 2014

UX Designer

Mountain View, CA, USA

Established the user experience design and process for AgilOne, a cloud-based predictive marketing intelligence and customer analytics platform. I collaborated with product and technology teams to turn multiple standalone applications into an integrated suite of products with a unified user experience. I designed an analytics reports builder and widget creator, a boolean logic rule builder and a marketing campaign management solution. I helped define the creative vision, researched and developed use-cases and scenarios, produced detailed annotated wireframes and interactive prototypes and performed multiple informal and formal usability tests.

Neuromodule

Sep 2006 – Feb 2012

Founder, UI/UX Designer

Västerås, Sweden

As an independent designer I provided user interaction and user interface design for a number of clients across the world. Services included wireframing, prototyping and visual design. Notable projects include a peer-to-peer digital music service interface for QTrax, a communication application UI for Nortel and the touch friendly EXO UI 2.0 for the EXO PC tablet.

Fantasy AB

Jan 2005 – Aug 2006

Senior Designer

Stockholm, Sweden

Fantasy delivers interactive services and media platforms, including microsites, applications, mobile experiences and portals. My responsibilities included concept and design of applications, games and portals such as a stock exchange web application for Road Runner and Time Warner Cable and a fantasy themed Sudoku game for Life magazine.

Galoon HB

2003 – 2004

Co-Owner, Designer

Västerås, Sweden

Worked with small business and organisations on their branding and online marketing needs.

Neuromodule

1999 – 2004

Founder, UI/UX Designer

Västerås, Sweden

As an independent designer I worked on a variety of web and GUI projects such as the user interface for ATI's graphic driver application Catalyst Control Center, Nero's StartSmart interface and the official Windows Media Center Media Player 10 skin.

Education

2000 – 2002

Kantzowska Mediacenter

Surahammar, Sweden

Computer Engineering & Video Technology

1997 – 1998

Nacka Mediegymnasium

Stockholm, Sweden

Film & Video production

1994 – 1997

Wenströmska Gymnasium

Västerås, Sweden

Video & Media