Tony Blessander

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.

20+ years' experience, currently working at Agria Vet Guide, Sweden.

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Experience

Agria Vet Guide

Okt 2021– present

Senior User Experience Designer

Stockholm, Sweden

At Agria Vet Guide we are creating the future of animal care. We are building a platform that helps pet owners get in touch with veterinarians so that pet owners can make better decisions about the healthcare needs of their pets.

Pingdom AB

Apr 2017 – Sep 2021

Senior User Experience 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 led a team of designers and collaborated with product and technology teams to make the web faster and more reliable. I worked on concept and design of a number of analytics dashboards, alerting capabilities, a single-sign-on experience and product onboarding. I 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

User Experience Designer

Mountain View, CA, USA

AgilOne is 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.

Prior

Worked 10+ years as an independant designer and in collaboration with various agencies in Sweden and the US on projects for EA, SolidWork, IKEA, Nortel, Panasonic, ATI, Warner Bros, Alienware, Microsoft, Time Warner Cable, Ford, LIFE magazine and many more. Details provided upon request.