CV

SENIOR
PRODUCT DESIGNER
UI/UX
FRONT-END DEVELOPER

I design and build digital products that are clear, fast, and easy to use.

jspcreative.se

Jakob Sermwiset Persson
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16+ YEARS OF EXPERIENCE IN

- Product Design
- UX
- UI
- Frontend Development
- Graphic Design



With over 16 years of experience in product design, UI/UX, and frontend development at companies such as Sandvik, Telia, KVD, and Knowit, I have a deep breadth of knowledge and understanding of how the entire production chain works.
Through component-based design and design systems, as well as a curiosity for new trends and methods, I always deliver well-thought-out, simple, and modern solutions.
With my experience in frontend development and coding, I also see the bigger picture of what is being created, which has always been a great advantage in the teams I have worked in.
Through my social skills, I have always found it easy to motivate, engage, and help move the teams I work in forward.

Skills

UX/UI design, interaction design, user flows, wireframes, and prototyping in Figma.
Experience with component-based design and design systems.
Strong expertise in usability, accessibility, and established design principles.

Frontend development with HTML, CSS, Tailwind, Blade, JavaScript, Alpine.js, Livewire, and jQuery.
Experience with responsive design, implementing design in code, as well as backend-oriented work in Laravel with API integrations and data-driven solutions.

Methods

I work with user research, interviews, wireframes, prototyping, and user flows to explore and develop design solutions.
Conduct user testing and iterate on designs based on feedback and user behavior.
Lead workshops and collaborate closely with developers, product owners, and other stakeholders throughout the entire product development process.

Experience

Jan 2026 – Present

Mushroom King
Product Design, Frontend Development & Backend

I am currently developing Mushroom King – a platform/app where users log mushroom adventures, share them in a social feed, and track statistics for their own and others' seasons. User data is visualized through graphs and interactive maps, both on profile and global levels.

Responsible for the entire product development process:

- UX research, user flows, and interaction design
- Wireframes, prototypes, and design systems in Figma
- Design of feeds, profiles, statistics views, and dashboards
- Frontend development (Laravel, Blade, Tailwind CSS, Alpine.js)
- Development of a mobile app connected to the platform
- Data visualization of user data and harvests over time
- Image handling and optimization for performance and social sharing
- Integration with map APIs (Google Maps) for dynamic and data-driven map views

The product has been launched on the App Store and continues to evolve through iterative development, with new features and improvements. The app also reaches the community from my Facebook page Mushroom King (nearly 40,000 followers).

Jan 2026 – Present

Financial Automation Platform
Product Design, UX/UI, Frontend & Backend

Designed and developed a financial automation platform for a Swedish company specializing in fishing equipment, boats and fishing travel.

The platform integrates the Revolut Business API and Fortnox API to automatically import, categorize and reconcile financial transactions, significantly reducing manual administration. The goal is a fully automated workflow for transaction management, accounting and supplier invoice payments.

Responsible for:

- UX research, user flows and interaction design
- Wireframes, prototypes and interface design in Figma
- Design of dashboards and financial workflows
- Integration with the Revolut Business API and Fortnox API
- Automated transaction matching and supplier invoice reconciliation
- Laravel backend development and API integrations
- Frontend development (Laravel, Blade, Tailwind CSS, Alpine.js)
- Data visualization and reporting of financial transactions
- End-to-end product development from concept to production

Mar 2020 – Present

Talentech, Gothenburg
UI/UX Lead Designer, Product Designer & Frontend Developer

In my role as UI/UX Lead, I am responsible for the user experience of Talentech's web applications and internal systems.

One of my main projects has been leading the design, development, and user experience of an automation system for job advertisements. The system continuously retrieves job data through integrations with customers' APIs and automatically generates draft job ads or employer branding campaigns within a web application.

The process of achieving a successful result was largely built on continuous user testing, with the goal of making the interface as simple and intuitive as possible. We also fine-tuned flows and the placement of various elements based on insights gathered from user behavior on the platform through different web analytics services. The product was also shaped through close collaboration in workshops together with product owners and other key stakeholders.

Through the automation project, we succeeded in streamlining several different departments while also increasing revenue within digital sales.

Nov 2019 – Mar 2020

Sandvik, Gothenburg (Knowit)
UX/UI Designer

The goal was to enable end customers to monitor how machines within the mining industry operate, as well as display their current status through a user-friendly dashboard. The project began with a presentation from Sandvik, where their goals and requirements were presented. Based on this, I created prototypes, which I continuously reviewed with the product owner during regular meetings. I also worked closely with the development team throughout the entire process to ensure that the design solutions were technically feasible.

The result was a clear and user-friendly dashboard that made it possible to efficiently monitor machine status and performance.

Feb 2019 – Nov 2019

Telia, Gothenburg (Knowit)
UX/UI Designer

I worked with UX and UI for Telia's business portal MyBusiness, where I designed user flows, wireframes, and prototypes for features such as administration of broadband and telephony services, as well as user management.

Some of the results included an improved homepage for business customers by applying a more modern and spacious layout, making it easier for users to navigate among the product options.
Following user interviews, prototypes were also developed to make forms for ordering and modifying broadband services much simpler.

Aug 2018 – Nov 2018

A-Hus, Gothenburg (Knowit)
UX/UI Designer

Worked on updating A-hus's visual identity and design system in Figma, as well as creating prototypes for their website for both mobile and web.

Mar 2018 – Mar 2020

Knowit AB, Gothenburg
UX/UI Designer, Frontend Developer

During my years at Knowit, I also worked on various in-house projects such as creating and updating visual identities, designing website prototypes, and creating landing pages for events, among other things.

Mar 2015 – Mar 2017

Barium, Gothenburg
UX/UI Designer, Frontend Developer

I worked on improving the user experience of the company's web applications by analyzing user behavior and improving existing user flows. I created wireframes and prototypes and implemented new features in the frontend. The work resulted in clearer, more intuitive, and more efficient user flows.

Okt 2010 – Mar 2015

KVD.se / Bilpriser.se, Gothenburg
UX/UI Designer, Frontend Developer

I worked with UX/UI design and frontend development for KVD and bilpriser.se. I designed user flows, created wireframes and prototypes, and implemented new features in code.

I was also involved in developing the “Sell Your Car” service, where users can easily sell their vehicle through a guided digital flow. I continuously worked on improving usability by simplifying flows and improving structure and navigation.
The service became very successful and is still in use today.

Education

Bachelor’s Degree – Media and Communication Studies
Specialization: Digital Design, UX/UI, and Web Development
Jönköping University – School of Education and Communication, Jönköping

Media Production
University of Gothenburg
Bachelor’s Thesis in collaboration with Got Event AB, Gothenburg

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