



JOSEFIN AMBRING

PRODUCT &
UI/UX DESIGNER

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Design competence

Program knowledge

OS Knowledge

Jan 2018 - Dec 2020

CURRICULUM VITAE

SUMMARY

I always knew I wanted to work in the creative area already as a child. Today, after my graduation as a master industrial designer I worked in the welding industry for three years, in both product and interaction design with a lot of focus on the user. I got hired by Alten in 2014 and here I have worked for companies like IKEA, ESSITY and ABB, to mention some of them.

My special skills lie in research, analysis and concept creation regarding product and UX/UI-design. But I also feel comfortable working with both graphic and service design.

Even though I am used to following the design process from the beginning to the end - I stand out the most in the ideation phase. Since I'm quick at coming up with new and different ideas. So far I have three patents in my name; two for ESAB and one for Essity.

COMPETENCE OVERVIEW

Product development through user-centered design research. I have a big experience in user studies and qualitative interviews. Analog and digital sketching. Plan and lead workshops, mockup modeling, analytical thinking, branding, design communication, storytelling, presentation and documentation, UX/UI, graphic design, design lead. I am also quick at illustrating, product sketching, scenario sketching and painting; mainly watercolors.

Photoshop, Indesign, Rhinoceros, Illustrator, KeyShot 10, After effects, Windows Office, Excel, Visio, Figma, Adobe xd, Zeplin.

Windows, Mac

ASSIGNMENT EXPERIENCE

Essity - Urine sensor for children's diapers, 1st Designer
iNanny diaper sensor is a sensor developed for tech savvy parents who wants to keep track of their children's diaper habits.

In the project, I developed and designed an app, a sensor and the box. I had the role as design lead with focus on the user experience. The product will hit the market in the autumn of 2021.

June 2017 - Mars 2018

Tool for analysing bed comfort - IKEA

Alten- design and visualization was together with Alten - Analytics hired by IKEA to explore a biomechanical approach of comfort and find a scientific based definition for comfort, taking into account both ergonomic and emotional aspects.

My role was to investigate people's relationship to their beds and their own definition of what a good bed should offer. I made 33x2 user studies with people trying out 4 different beds, to be able to find the key aspects to be able to build a tool to help in the purchase of a new bed, from an emotional and ergonomical perspective.

In the end this resulted in an app - where I designed the UX/UI together with Alten IT.

Jan 2018 - Feb 2018

Visualization movie - Asta Zero

Asta Zero is a company which provides a testing track for self driving cars. The company wanted to extend their business and add some new features to the track. Therefore they needed to find investments and sell their future ideas through a selling marketing movie.

I created the basis for a visualization team to work with - the plot and the right "feeling" of the movie through sketching user stories and keeping the contact with the customer to make sure their wishes were transferred into screen.

Dec 2017 - Jan 2018

Ionto - Chair for elderly

Ionto chair is a product for the elderly. It is a combination of a chair and "lifting device", for people with bad knees to use for reaching and be able to achieve every day situations in their homes.

My task was to evaluate the design as it was and give a few early concept suggestions and sketches for the future design of the chair.

Jun 2017 - Oct 2018

Tena Change Indicator - Essity

A concept for measuring liquid in an adult diaper was created to make the every day life easier for the patient and its care taker. An app and a sensor was developed. I was lead designer and created the UX-design and the product design from a user friendly perspective this project.

Jun 2017 - Dec 2017

User study to evaluate comfort - IKEA

I created and executed 60 user studies with 30 subjects. The goal was to understand comfort in the relation to a certain furniture. Each subject was interviewed, observed and photographed while using the product, and each session took about 45 minutes. The data from the 60 user studies was gathered and used by the analytics department at ALTEN as a base to understand comfort in relation to the furniture - and to create a tool to measure it through simulations. My task was to evaluate the concept and give a few early concept suggestions and sketches for the future design of the chair.

Jul 2016 - Dec 2016

Remote and UX/UI-design at ESAB

I worked as the only industrial designer for ESAB during the fall. I developed an analogue remote from scratch and worked parallel with interaction design and graphic layout for several welding products.

May 2016 - Jun 2016

Product movie for SCA

I and Jonas Lindgren made a film to illustrate the use of SCA pack boxes for napkins.

May 2016 - May 2016

Grafical profile and logo for Byggvesta, Rinkebyresan

I, Oscar Daniel and Cindy Sjöblom would design a new logo and a folder for Rinkeby journey.

Apr 2016 - May 2016

Illustrations for ABB

I made a series of illustrations for ABB. The illustrations showed the use of light arcs and some other technical equipment .

The project was created through analog and dialog sketching and the final illustrations were made in Illustrator.

Mar 2016 - Apr 2016

Technical illustrations and booklet, SCA

I illustrated a number of technical illustrations for SCA based on SCA's graphical profile.

The project was created through analog sketches and the final illustrations were made in Illustrator . The final folder was compiled in InDesign.

Mar 2015 - Mar 2016

HMI/Interaction design/Industrial design -

User interface for self going tractor, ESAB, 1st Designer

I worked as an interaction designer. During the period of one year I developed a new user interface for a remote controlling a new self-going welding tractor, with the focus on the Asian market. I started with evaluating the existing remote which led to making a completely new user interface that was both less complex to use and with a more modern expression. I worked alone in this project and designed every part of the remote, the order of the views, content and the graphic expression in form of fonts and symbols. I also designed keypad and the user interface.

Aug 2014 - Dec 2014

Welding torch , ESAB , 1st Designer

I made a design of a new welding gun with a focus on ease of use. The work was done by testing models through user studies practiced in Sweden, Denmark , France and Belgium. The work was carried out trough; benchmarking, modeling and sketches and workshops.

Aug 2014 - Oct 2014

Wire feeder mechanism, ESAB , 1st Designer

Concept of a more user-friendly and more aesthetically pleasing feeder mechanism. Big focus on detailing. During this project I made a thorough investigation of color blindness and how it affects the welder's work.

Mar 2014 - May 2014

SENTINEL™ welding helmet , ESAB , 1st Designer

I designed several concepts of a welding helmets with focus on ergonomics ,future vision and visual expression. The goal was to fill the gap of a well-functioning and a more modern helmet for the market. One of the ideas in the design was patented by ESAB with me as the inventor.

The SENTINEL™ helmet is now on the market.

Feb 2014 - Feb 2014

Graphic design for image support, the Foundation Hippocampus

An educational and playful support designed as instructions for riding schools targeting children with autism diagnosis. But the pictures are as helpful for all children with or without disabilities - who are in need of extra visual support and understanding of the horse.

Jun 2013 - Jul 2014

Ergo Arm, master thesis in collaboration with ESAB

For master thesis I looked in to the problematics of every day welding. Through thorough user studies I found the problem areas regarding the cable and the welding gun in the welder's daily work. Ergo Arm is designed to smoothly carry the weight of the cable and prevent ergonomic and time- consuming issues. The concept is now patented by ESAB with me as the inventor.

Jun 2012 - Aug 2012

User studies for ESAB

User studies for ESAB as a summer job where I visited 18 different industries in Sweden and Finland to document the welder's daily work. During these trips I learned a lot and got the answers to the questions: How to approach the user in the best way so not to make him/her intimidated? Which question to ask to reach the real answer? What questions to avoid asking for achieving the best results? When to ask questions and when to just observe?

Jun 2009 - Aug 2010

Summer Job 2009 - 2010 Graphic designer, Gina Tricot

I learned the basics of graphic design and color coding according the NCS system. My work was to design prints and patterns of clothing and the process of ordering clothing from the distributor. Also, to inspect prints before ordering.

I got a great insight into the fashion industry practices and prompt delivery.

PROFESSIONAL EXPERIENCE

Jul 2016 - Dec 2016

UX/UI, Labeling and Industrial design at ESAB

I was the only industrial designer at ESAB Sweden for six months. Worked with both interaktion- and product development.

Mar 2015 - Still

Consultant at Alten

Employed at Altenberg as an industrial designer.

Mar 2015 - Mar 2016

Consultant at ESAB - HMI

Hired as an interaction designer but also made some product design.

Jun 2013 - Jul 2014

Industrial Designer, ESAB

One year product development at ESAB, project employment.

Jun 2012 - Aug 2012

Industrial Designer, ESAB

Summer employment at ESAB with focus on user studies.

Jun 2010 - Aug 2010

Gina Tricot - summer intern

I learned the basics of graphic design and color coding the NCS system in the fabric industry. My work was to design prints and patterns for clothing. Her task was also to check the color on clothes in a light room before the clothes was printed.

Jun 2009 - Aug 2009

Gina Tricot - summer intern

See above

Jun 2008 - Dec 2008

Supply Teacher at Rösälidsskolan

I was a supply teacher for six months for kids in the ages 6-14 years.

Jun 2005 - Aug 2007

Liseberg - skill games summer employment

Worked at Liseberg with skilled games. Handed out prizes, helped the guests and gave assistans in generell.

EDUCATION, TRAINING & QUALIFICATIONS

Basic & further education

2020

Gränssnittsdesign/UX - Berghs

The distance course in Interface Design / UX has covered 8 weeks during the spring semester 2020. The course provides basic knowledge in interface design and UX and introduces methods and practical knowledge for designing intuitive interfaces.

2013

Industrial design- Master, Konstfack

Two years of design education at the Konstfack, University College of Arts Crafts and Design.

2011

Bachelor Industrial - Design, Konstfack

Three-year of design education at Konstfack, University College of Arts Crafts and Design.

2011

Exchange at ENSCI, Paris

Five-month exchange

2008	Introduction in Industrial Design preparatory college - FIDU One year training in industrial design, pre-university.
2007	French and Arts plastique - EPPSA Four months of training in French, art and art history in Aix-en-Provence.
2006	Technical Design, Lerum High school Three-year course in engineering design.
	Professional & vocational training
2013	Lead without being a manager A course in leadership.
2014	Course in Solid works HRM engineering

PERSONAL INFORMATION

Personal qualities

I see myself as creative and clever, and sometimes described as an "ideas man". Curious about most things in life. Positive to new projects in a new genre that I have not worked with before. Prefers to work with great creative responsibility in which all aspects of the design process occurs. I enjoy both working alone or in groups. But I believe that different skills have a greater chance to create a better result. I am interested in sociology and is good at reading people, which is, a part from my creative side, a contributing factor to why I became an industrial designer. I like to work widely, with everything from product development to interaction design and furniture design. But my heart is in the toy/kids industry.

Driver's license
Nationality
Language
Year of birth

B
Swedish
Swedish, English and French
1987
English
French

Questions about this communication ?
 Contact Customer Services at www.epo.org/contact



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 SUEDE

Date	14.12.16
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Reference	Application No./Patent No. 14729050.6 - 1702
Applicant/Proprietor Esab AB	

Notification of the data mentioned in Rule 19(3) EPC

In the above-identified patent application you are designated as inventor/co-inventor.
 Pursuant to Rule 19(3) EPC the following data are notified herewith:

DATE OF FILING : 09.05.14
 PRIORITY : //
 TITLE : ERGONOMIC WELDING ARM WITH A PLURALITY OF ARM
 LINKS AND JOINTS
 DESIGNATED STATES : AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE
 IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM
 TR

For the Examining Division

