

# Simon Asp

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UX/UI designer experienced in end-to-end product development for B2C and B2B web and mobile platforms. Skilled in turning user insights into intuitive, high-impact designs that drive results. Strong collaborator with frontend experience, enabling smooth delivery from concept to launch. Known for inclusive leadership and building effective, high-performing teams.



## Experience

### Netlight Consulting

Associate manager, design consultant 2023–2025



#### Companies

Sveriges Television (SVT)  
Strawberry Hotels  
Arbetsförmedlingen

#### Roles

UX/UI/Product-designer  
Design Engineer  
Team lead

#### Description

Over three years, Simon worked across multiple clients as a design consultant, coached junior colleagues, and led initiatives such as an EAA-focused accessibility offering.

### Sveriges Television (SVT)

Senior Product Designer Q2 2025 – Q3 2025



#### Company

SVT is Sweden's public service broadcaster, offering TV, radio, and streaming across mobile, web, and smart TVs.

#### Challenge

SVT's mandate to educate and reach all Swedes required new, more effective engagement approaches.

#### Result

Led data-driven UX projects spanning login, consent, and growth to improve retention. Delivered a unified cross-platform login system for SVT (TV, web, mobile).

UX Design

UI Design

Workshop facilitation

Data analysis

Growth campaigns

A/B Tests

Design systems

WCAG

EAA

Figma

GDPR



## Company

Strawberry is a leading hospitality group operating 200+ hotels across the Nordics. They embrace digital innovation to enhance guest experiences, streamline operations, and drive industry progress.

## Challenge

Strawberry had several booking engines in need of coherent design, while maintaining great SEO. They also needed to staff up in design and took Simons help.

## Result

Simon set up effective collaboration via design reviews and regular syncs. At Strawberry, he supported two booking engines by improving their design systems while preserving SEO. He enhanced booking flow and accessibility, delivered an MVP, and helped staff the team.

UX Design

UI Design

Design systems

SEO

User testing

Workshop facilitation

Heuristic analysis

A/B Tests

WCAG

EAA

Figma

Hotjar

Looker Studio



## Company

Arbetsförmedlingen is Sweden's largest broker of jobs whose most important task is to bring together those who need employment with those who are looking for a job.

## Challenge

Arbetsförmedlingen needed to realize a transparent, WCAG 2.1 AA-compliant unemployment statistics tool and brought in Simon to deliver it.

## Result

Simon led cross-functional collaboration with design reviews, user story mapping, and regular syncs. He redesigned the system to improve booking flow and WCAG accessibility, delivered an MVP for a new booking service, and built a design system later handed over to a new designer. He also contributed to the design community and shared UX practices.

UX Design

UI Design

User testing

Design systems

User story mapping

Figma

WCAG

Accessibility

QlikSense

QlikView

Sketch

Abstract

Piwik Pro

Angular

Git

### Company

Bower is a recycling app that rewards users for sorting and recycling their trash. With over 400.000 users in multiple markets and 4.6 stars in App Store, Bower is making the world a cleaner place.

### Challenge

Bower struggled to deliver value beyond standard monetary rewards, as its points-based incentive model led to declining user engagement. The company set out to improve retention and refresh its rewards strategy.

### Result

Simon explored gamification, designing challenges, achievements, and monetary rewards. The concept became Bower's primary campaign tool, used for A/B testing and sales communication. He ran campaigns with brands like Varta and Zespri, developing new features, managing experiments, and delivering analytics insights, contributing to a **6% increase** in user retention.

UX Design

UI Design

Gamification

Product analysis

Project manager

Product owner

Figma

Braze

Mixpanel

Looker Studio

Hubspot

Notion

Design systems

User research



### Company

Bower is a recycling app that rewards users for sorting and recycling their trash. With over 400.000 users in multiple markets and 4.6 stars in App Store, Bower is making the world a cleaner place.

### Challenge

Bower used manual review of crowdsourced recycling data, but scaling to new markets increased workload, prompting a shift toward automation.

### Result

Simon led the design of an AI-driven solution using Peltarion, from prototyping to implementation. He hired and guided contributors to integrate the model into the product. The launch **cut review time by 70%** and improved **photo quality by 35%**, earning awards from Peltarion and recognition by Microsoft.

UX Design

UI Design

AI

Machine learning

Hiring

Data driven design

Analytics

Project managing

React Native

Figma

User research

Mentoring

User research

## Company

Tink provides bank integrations, payments, and financial data services. Customers include PayPal, Klarna, and NatWest, with millions of daily transactions.

## Challenge

Tink needed a control panel for onboarding small customers to its pay-per-use product. As usage grew, organizational roles were introduced to meet security needs.

## Result

Built and maintained a React-based front end for the Tink Console, integrating internal and external APIs. Led UX pattern implementation and testing, conducted user testing, improved API docs, and managed a Storybook library using Material Design.

React

Redux

Git

Google Analytics

API's

Stakeholder management

WCAG

HTML/CSS

Typescript

Test driven development

Agile

Scrum

Storybook.js

Design systems

## Content creation (Sports and outdoor)

Photography, video, influencing Since 2022

**SALOMON** **XHOUDINI** **MINI**

*Lundhags* **DACIA**

## Companies

Salomon, Dacia, Mini, Houdini Sportswear, Umara, Lundhags, Eivy, Primus, Silva, Åreguiderna, Robens Outdoor.

## Challenge

Creating compelling outdoor content for sports and outdoor brands.

## Result

Simon is a competitive trail runner, cyclist, and cross-country skier with a strong interest in sports and the outdoor lifestyle. He collaborates with multiple brands and runs his own Instagram channel showcasing his active lifestyle.

## Education



**Umeå University** 2014 – 2019  
M.Sc Interaction Design & CS



**Copenhagen Institute of Interaction Design** 2018  
Design for inclusion class



**University of Copenhagen** 2017  
Exchange semester



**Hanyang University, Seoul** 2017  
Exchange semester

## Languages

Swedish (Native) — English (Fluent)