

Simon Asp

Product Designer (and more)



Product design

Educated M.Sc with 7 years of experience in Stockholm in fintech, sustainability, media, hospitality, consulting.

Product designer (UX/UI) with experience from startups, public sector, and consulting.

svt

tink

Strawberry

bower

ARBETSFÖRMEDLINGEN
SWEDISH PUBLIC EMPLOYMENT SERVICE



Content Creator

Content production—Video and photography for brands in the outdoor industry. Active on Instagram and TikTok.

4 years of experience in content production, video, photography, and more.

HOUDINI

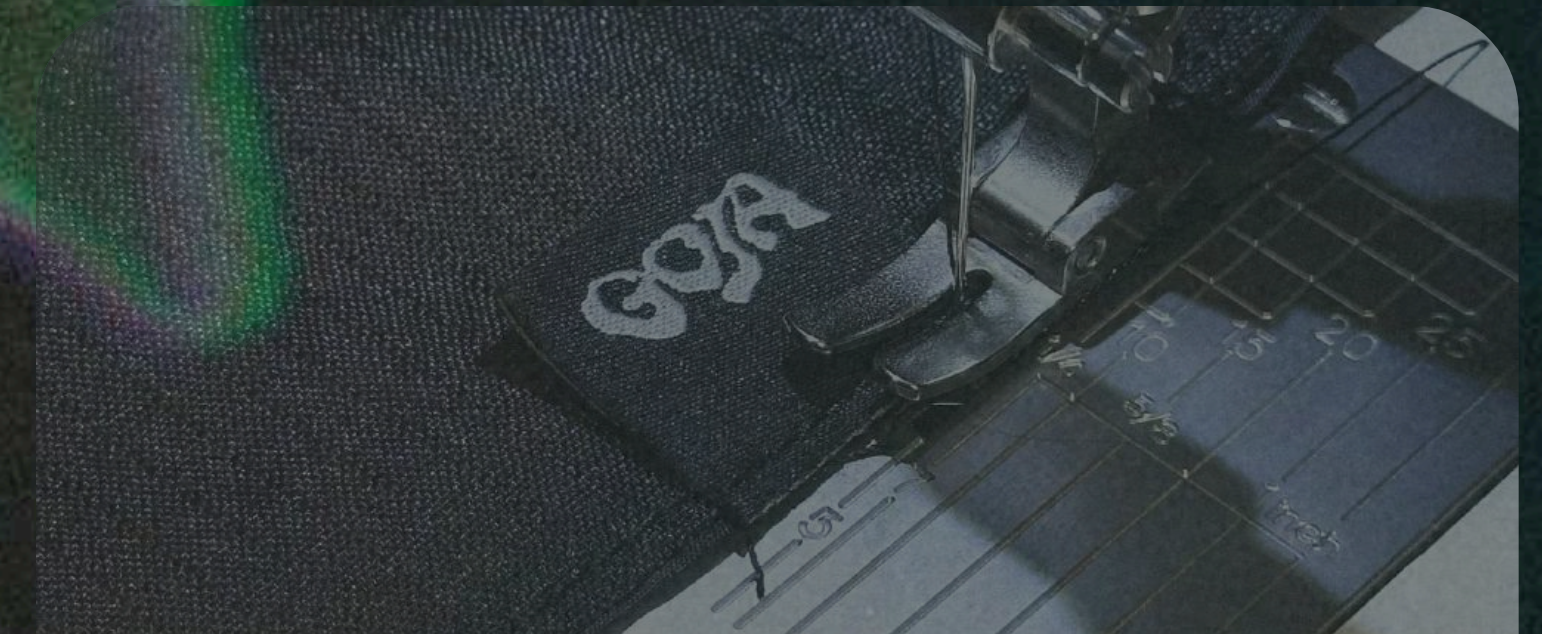
SALOMON

DACIA

MINI



MOUMO



Product development

In 2024, I started my own outdoor brand, featuring handcrafted bags inspired by modern outdoor fashion.

Branding, content, design, and manufacturing created by me and my colleague.

gojalabs.com instagram.com/goja.labs

GOJA

How I helped SVT with their login flow

UX/UI

Design system

Team leader

Simon led a small design team to improve and streamline the login system for SVT across web, app, and TV.



Client: SVT (Swedish Television)

SVT is Sweden's public service broadcaster: independent, ad-free, tax-funded. It offers news, culture, drama, sports, and children's programs via TV channels and SVT Play.

svtplay.se

Challenge

SVT has one login system, that looked different across 4 digital services with different 4 device types. They needed a unified login system so that users felt that they interacted with the same brand.

Role

As a **design lead** for a small group of 2 brand designers, Simon led the direction and UX of the login design.







Problem

The previously designed login system had a visual style that didn't work with SVT's different products.

Different services

SVT had 4 different services, across 4 different device types.

-  **SVT Play**
Streaming
-  **SVT Duo**
Second Screen App
-  **SVT Mello**
Eurovision app
-  **SVT Nyheter**
News and Sport

-  iOS
-  Android
-  Web
-  TV

User confusion

SVT has one login system for all services and devices, but user's thought they had different accounts for the different apps and services.

Previous design



Design process



Gather the team

I gathered 2 brand designers from different teams, and had 2 PO's as stakeholders.

Gather research

User research had been made on the login flow, so I gathered and shared it to the team.

Workshop

Together with the designers, I held discovery workshops to find the design language of the new flow.

Develop

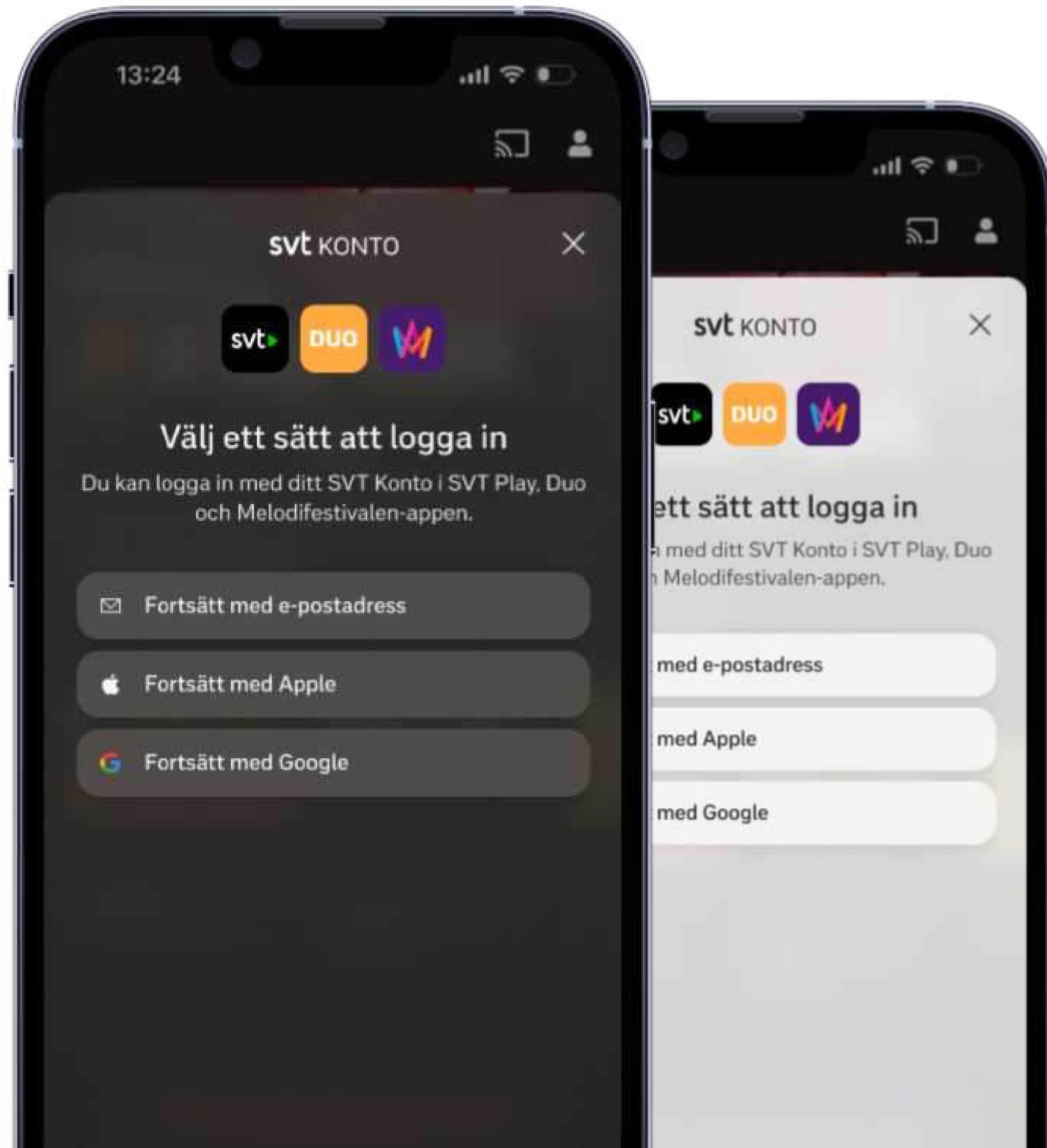
I created a design system for the designers to be able to share components between the different platforms.

Deliver

I shared our results with neighbouring teams during the developing work and after on several presentations.



Outcome



Dark and light mode

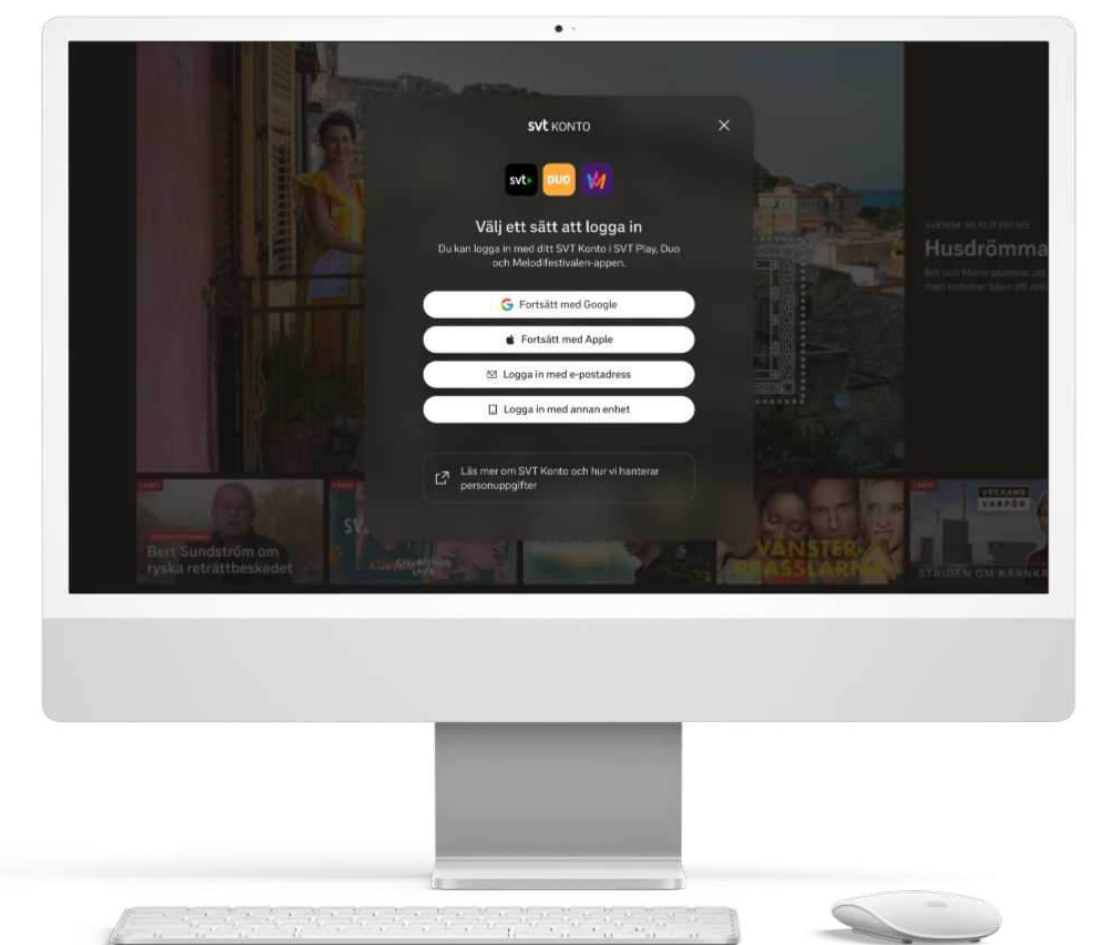
To be able to implement the login flow on multiple services across SVT, we made one dark and one light mode.

Highlight different services

To increase the awareness of SVT's different services, we highlighted them all in the login flow.

Multiple platforms

We created design for all platforms —App, web and TV.



How I designed a new campaign tool.

bower —a Swedish recycling innovation that rewards its users.

UX-Lead

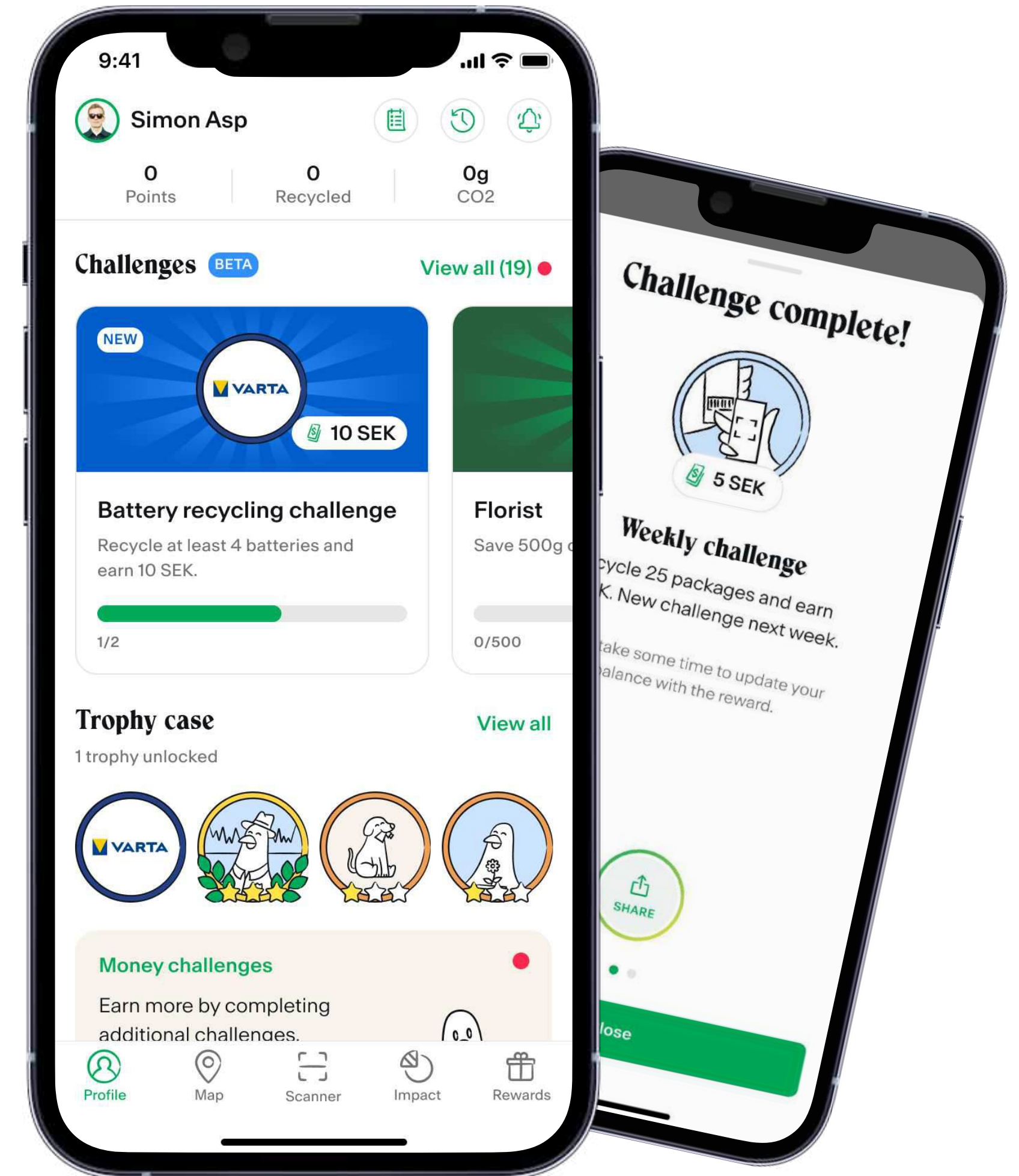
Gamification

A/B Tests

Analytics

Growth engagement

I designed a **scalable A/B-test** campaign tool where Bower saw an increase in user retention by **20%** in the second week from log-in.



Client: Bower

An app that rewards users for recycling. **4.6+ rating** on App Store and **400.000** users in multiple markets. Scan recycle, get rewarded. Ka-ching!

 bowergetbower.com

Challenge

Bower's users **didn't come back to the app** after **1 week of use**. Even if the app was loved by its users for being an environmental focused and fun, there was no hook.

Role

Simon researched and made the UX/UI design, user tested it, managed analytic events, follow-ups, in-app messaging, and drove user experiments after the project went live.



The problem.

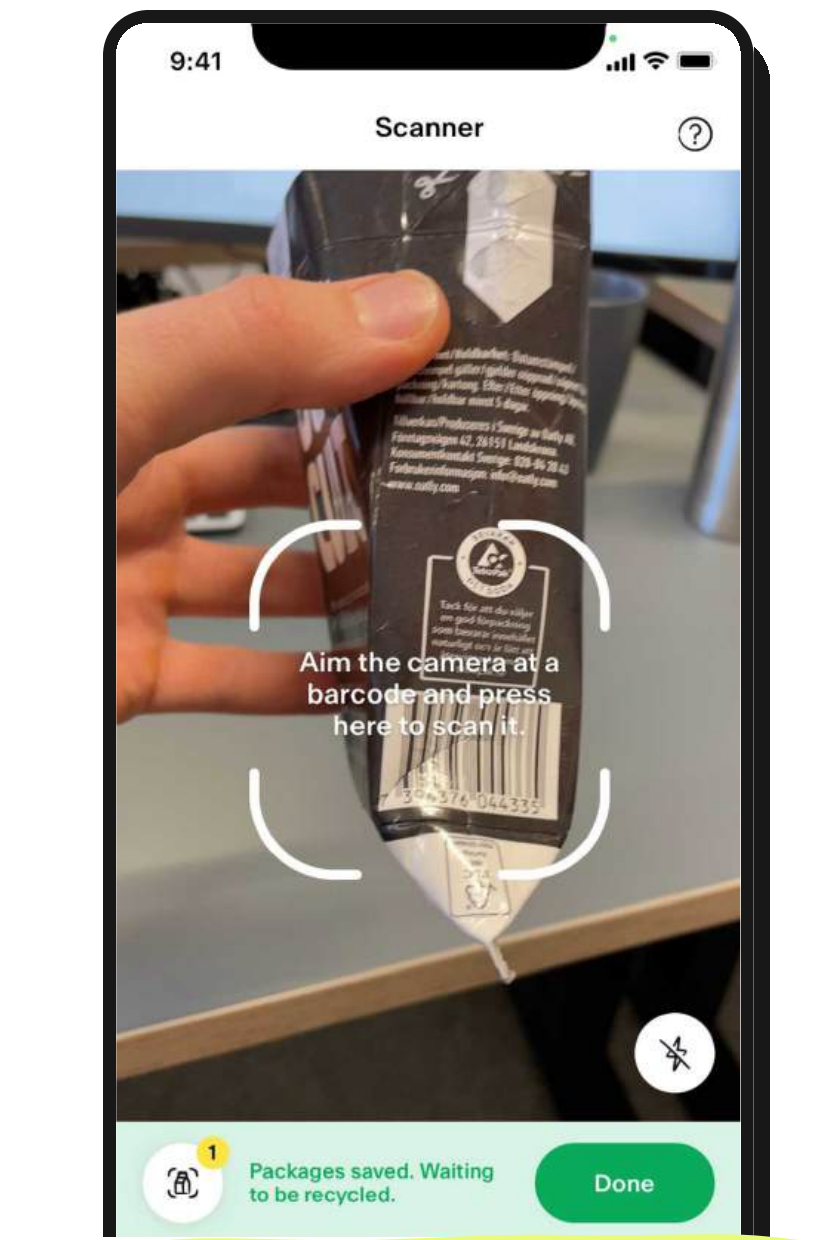


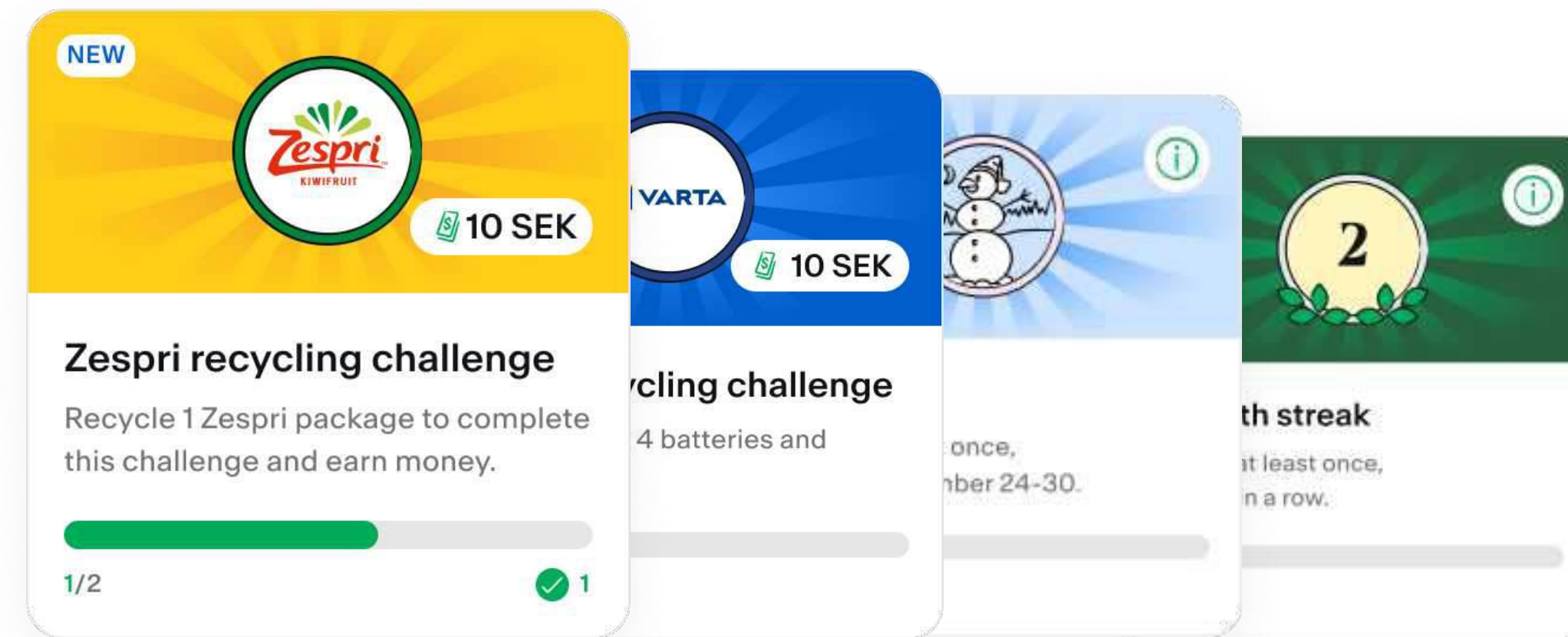
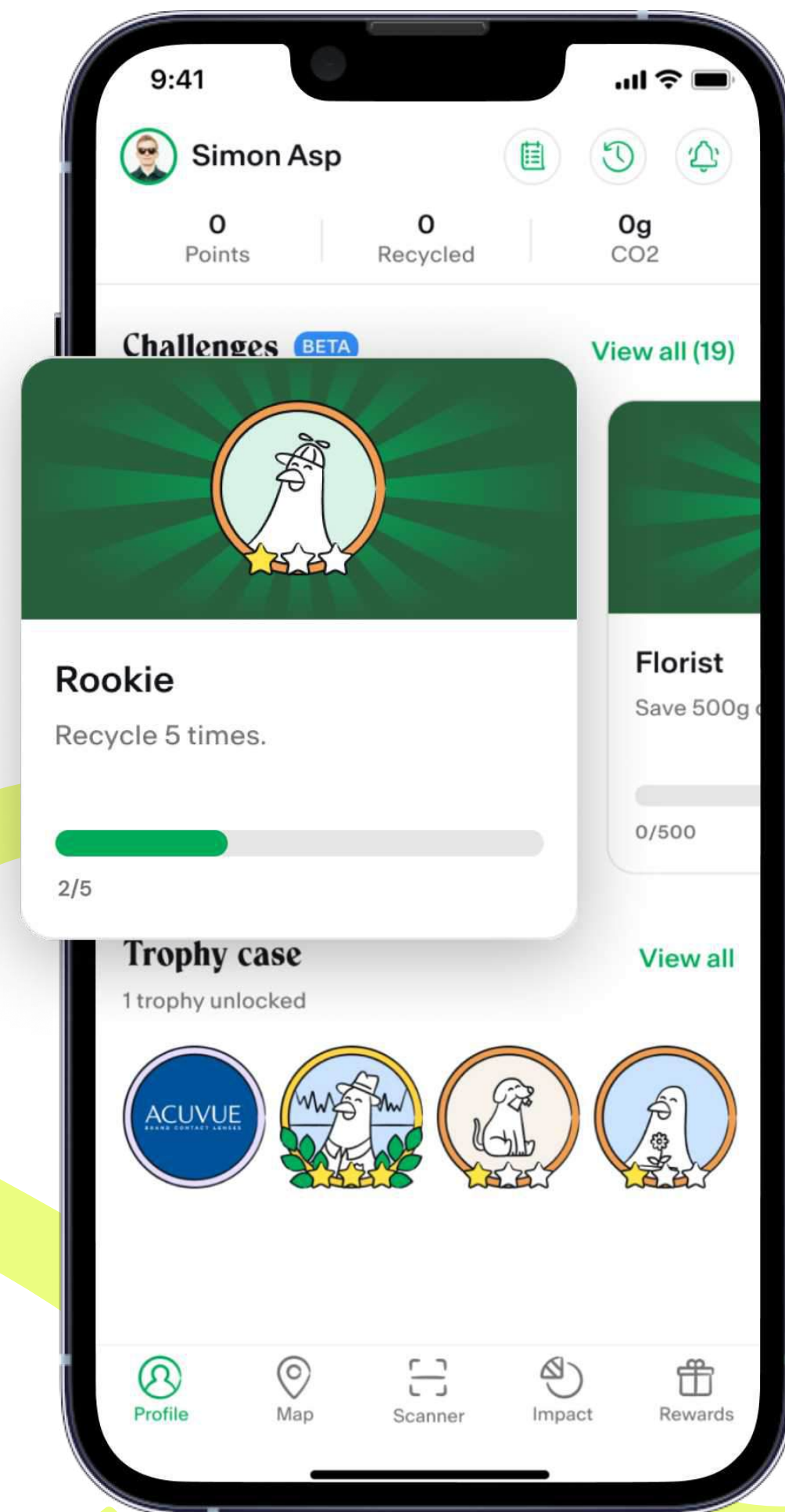
Users loved the app during the first week. It had great rewards, but lacked the gamified elements to **get hooked**.



After a week of use, the users saw the app as an **extra burden** when recycling and stopped using it.

Blip!





User challenges – a flexible campaign tool.

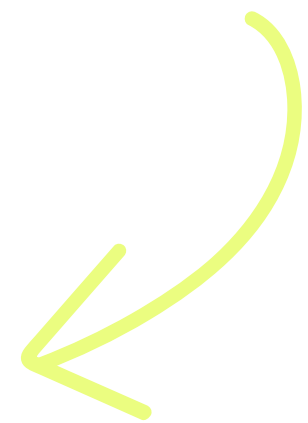
The user could complete multiple types of challenges in the app, to receive medals, money, or other rewards. Challenges could be **A/B tested** via Bower's backoffice.

And, as a bonus I helped the sales team land **new partnerships** with **brand challenges**.

Design process

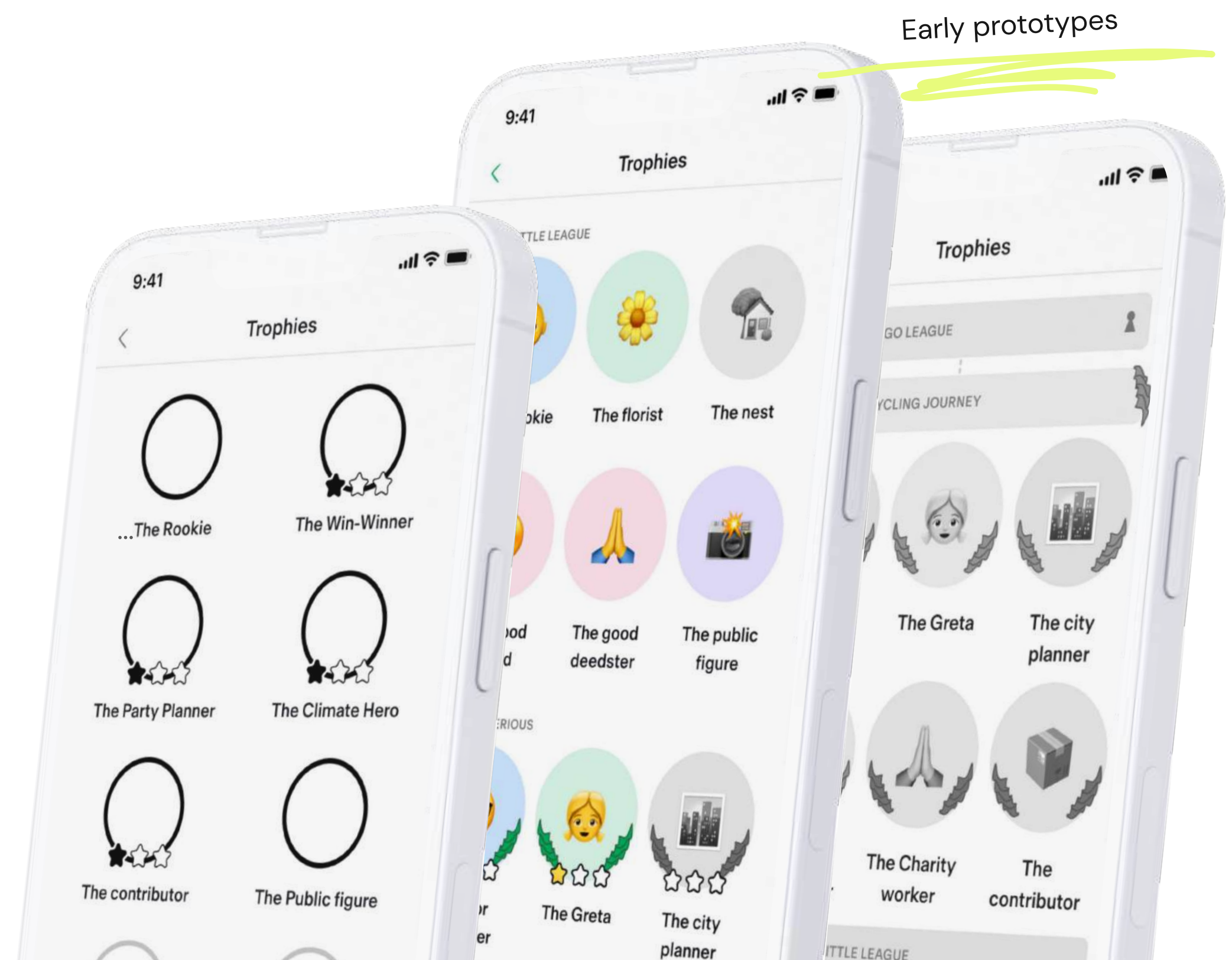


Discover	Define	Develop	Deliver
Gamification study	User journeys	User tests	UI design
User interviews	Paralell sketching	Clear UX Flows	Design analytic events
	Reduce scope	Iteration	Control panel design



We released the solution in different steps so it would be easier to implement.

1. Unlocking the challenges
2. The progress bar and home screen



Afterlife

I designed the challenges to work with A/B-tests, the perfect campaign tool for sales and product managers.

! Hypothesis

Simon had an idea that users would naturally come back if there was a recurring challenge each week.

↻ Design

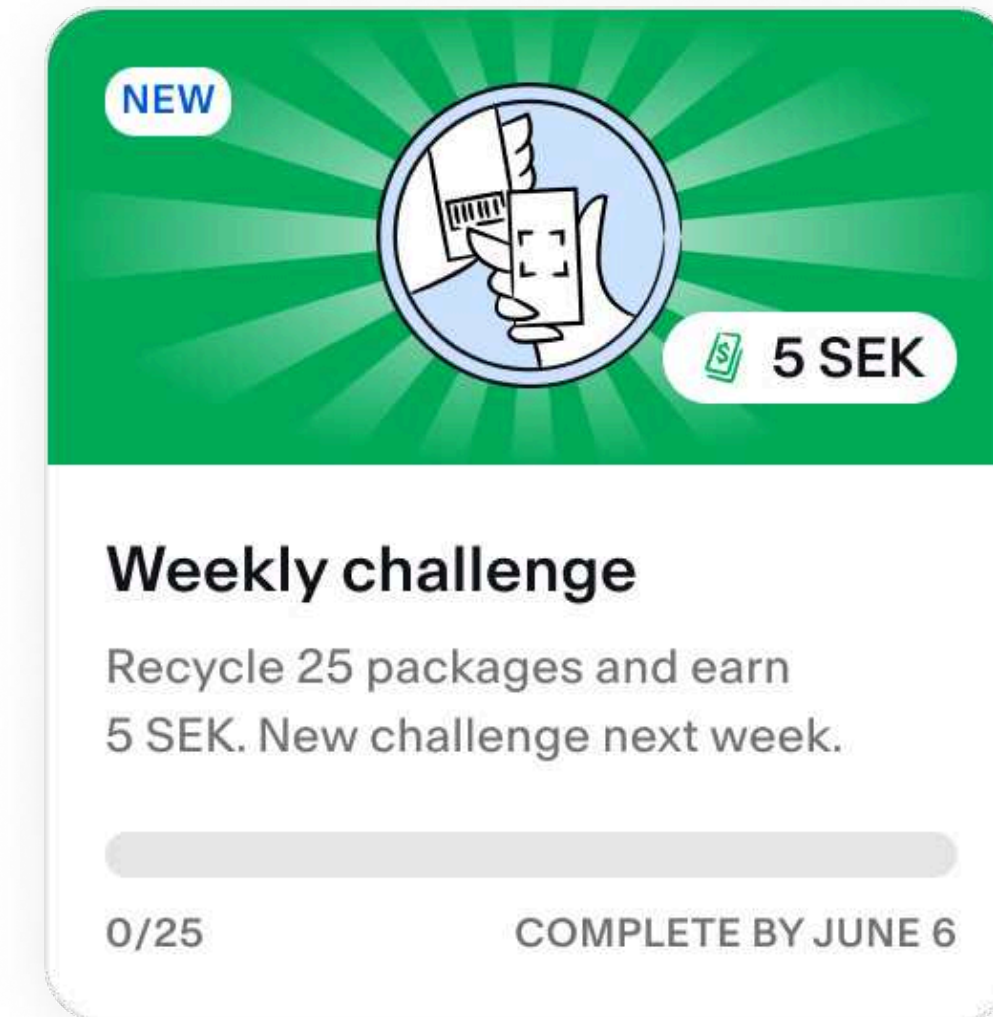
Emphasis was put on the user experience of being in a test. How do we **follow up** after the test? How do we roll it out, **or stop it?**

🔧 Running the test

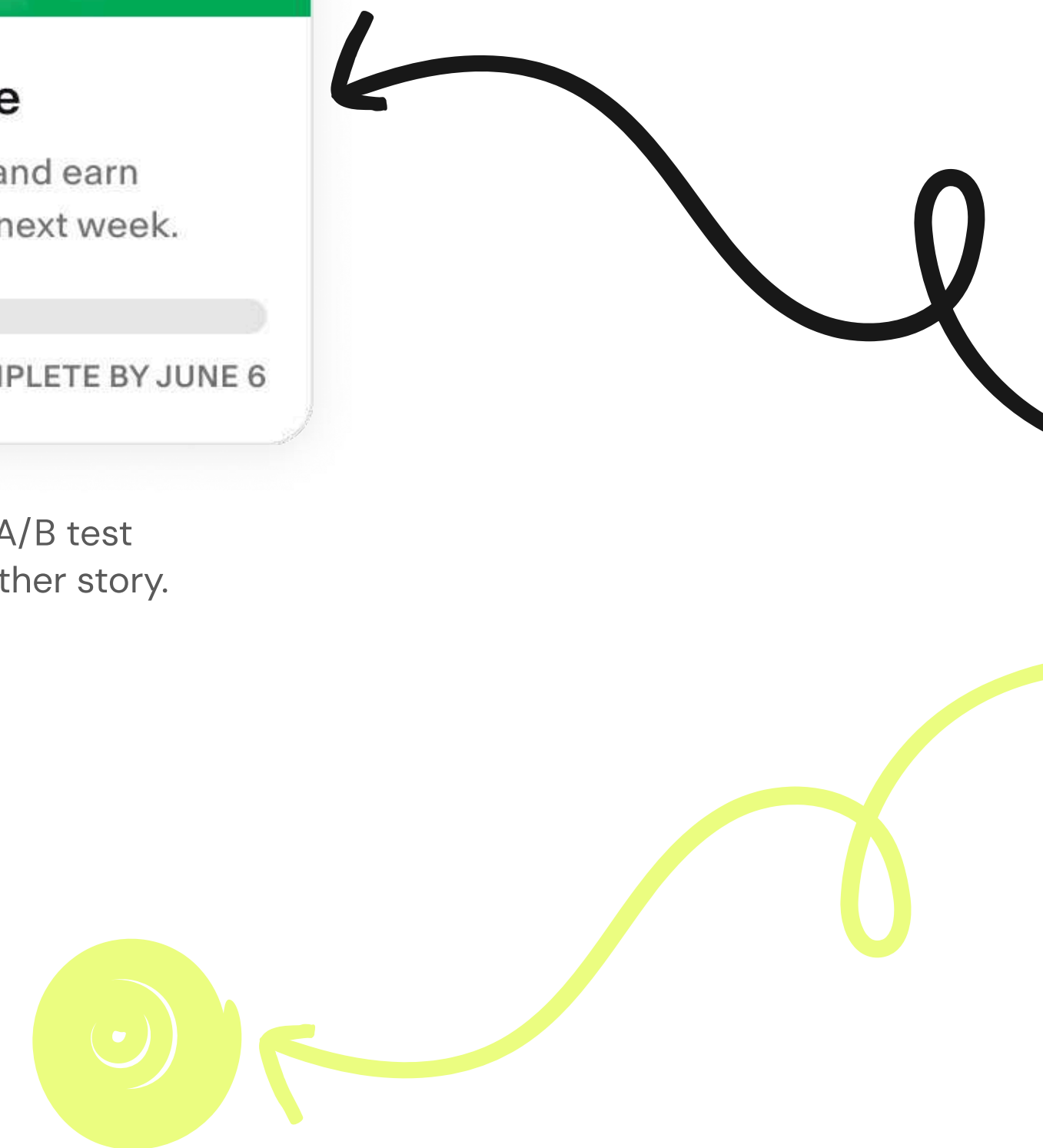
Simon set up the A/B test, which users to segment, how long it should run, and how to measure it afterwards.

📊 Measure and learn

Simon could measure test results with Bower's analytic tools and saw a significant increase of **23% in user retention**.



Simon also designed the A/B test framework. But that's another story.



“How I optimized hotel search for Strawberry”

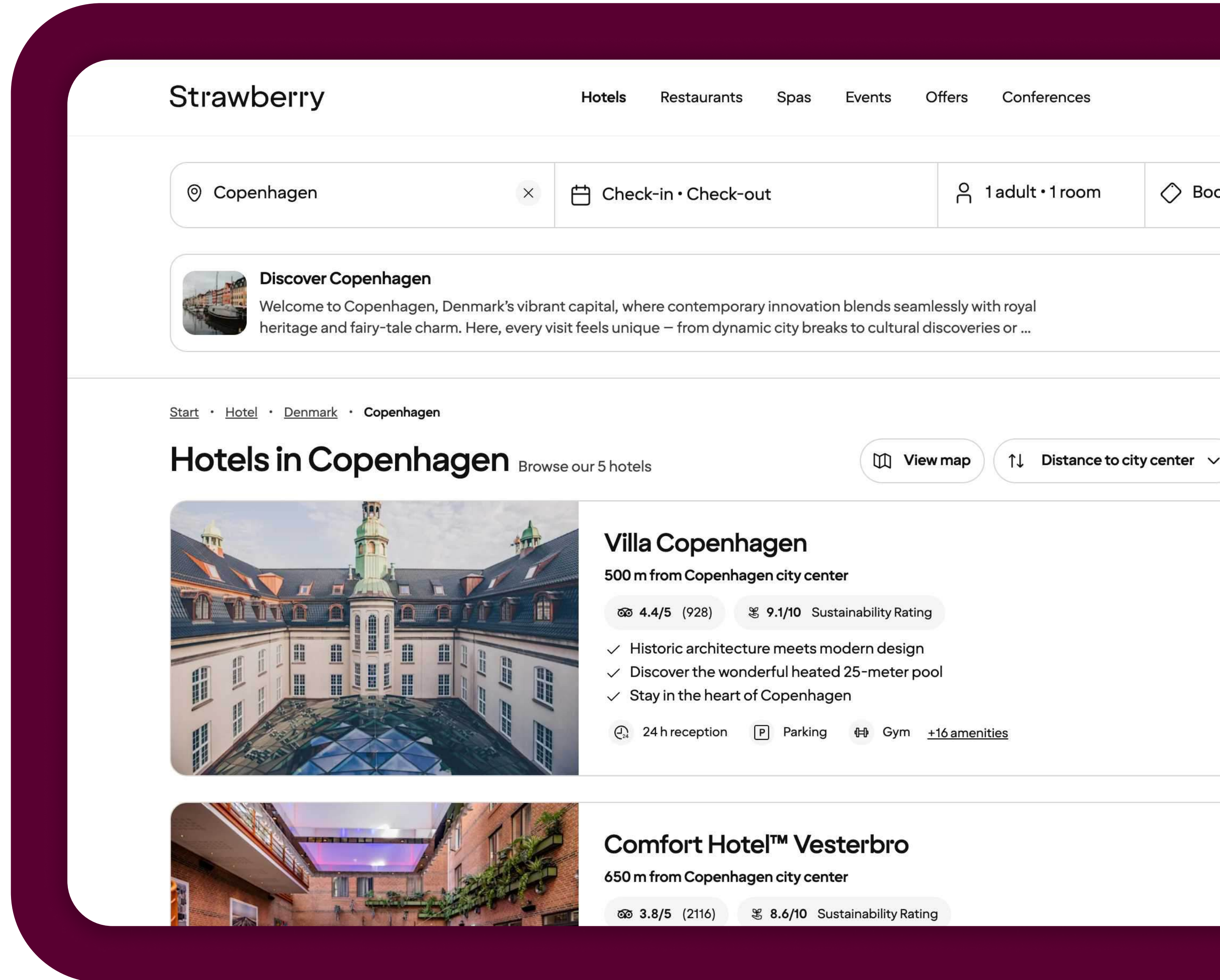
UX/UI

Design systems

SEO

User testing

Simon helped Strawberry design a new listings page for hotels with added data points, more information, cleaner and easier to use, while maintaining SEO.



Client: Strawberry Hotels

Strawberry (former Nordic Choice Hotels) is a leading hospitality group that owns and operates over 200 hotels throughout the Nordic region.

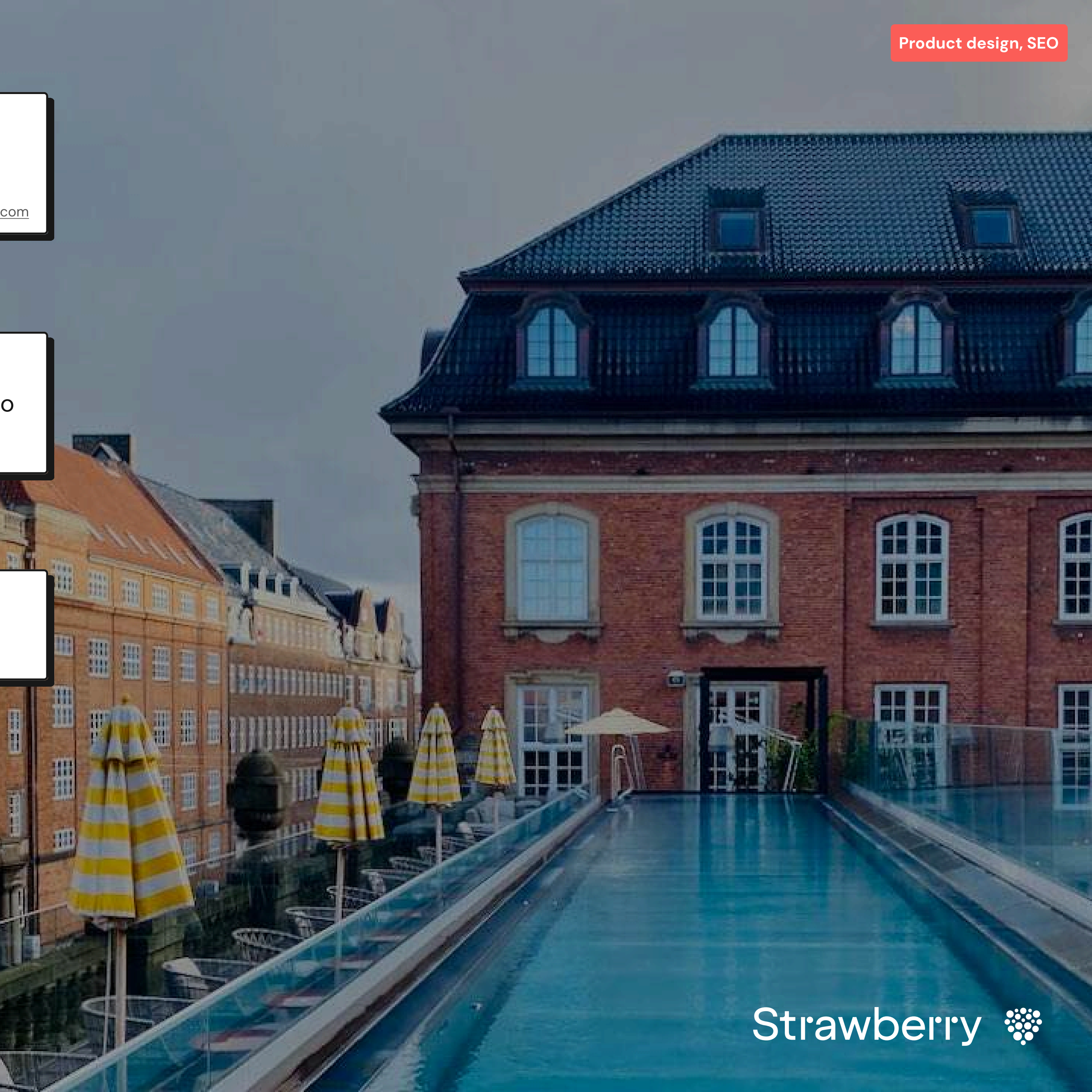
strawberryhotels.com

Challenge

Strawberry had an outdated listings page that was hard to use, lacking good overview and key selling points of the hotels, while also lacking that nice looking Strawberry feel.

Role

Simon led the UX and UI work, managing user tests, consulting SEO experts and handing off to developers.



Problem

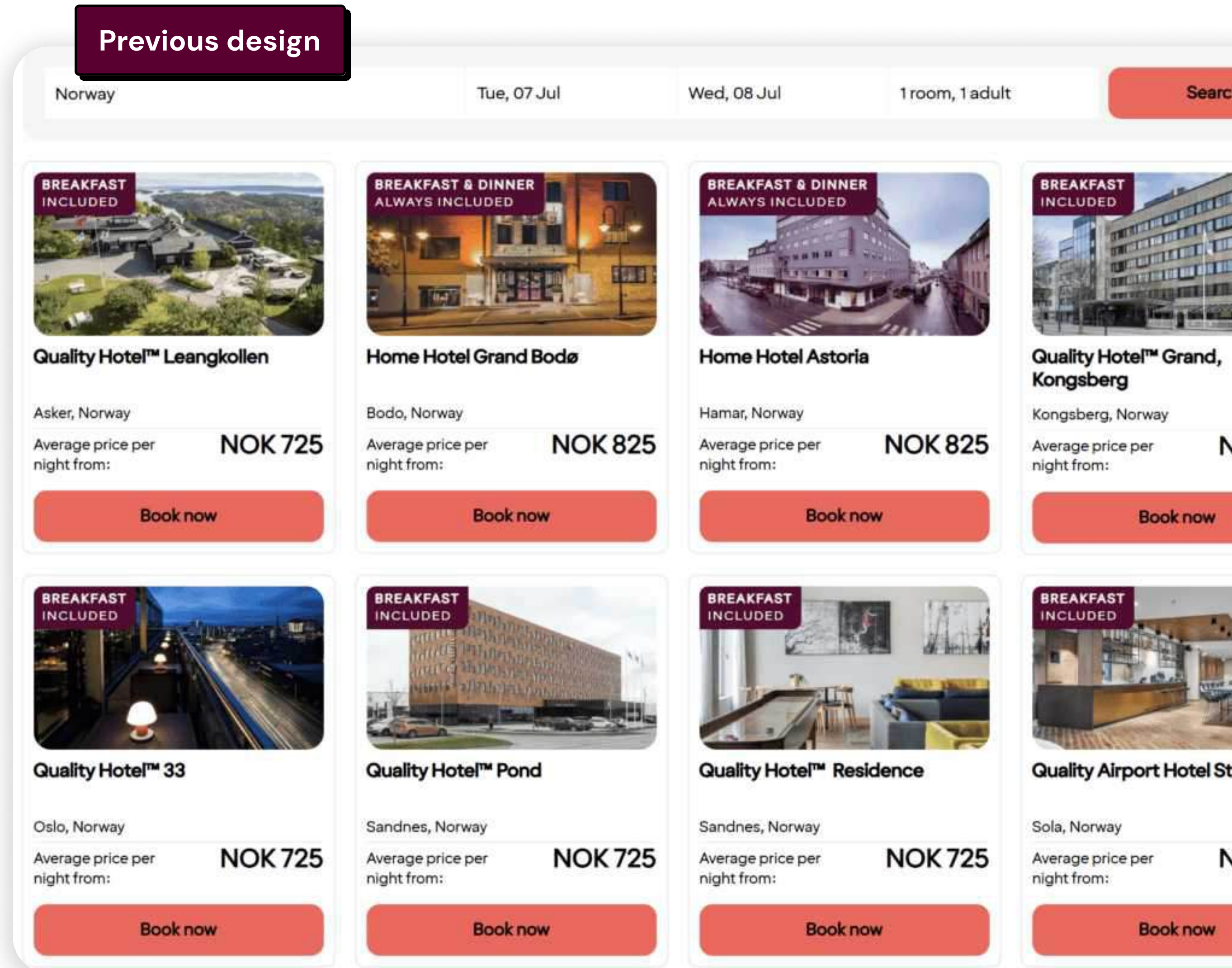
The hotel search listing page was outdated and built on a legacy platform, requiring refactoring alongside a redesign to improve the booking search experience.

🕒 SEO

The page had great SEO, and the team was afraid to change the design, since it might affect search results coming from other search engines.

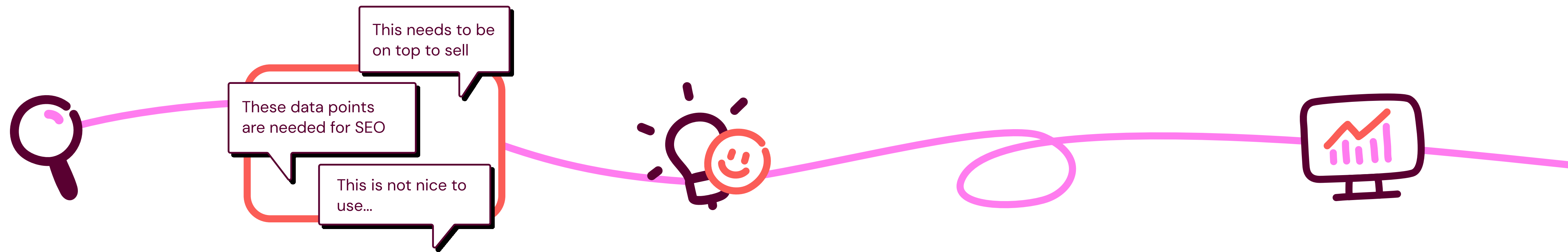
📷 Search experience

The original product lacked tools to easily find interesting hotels, like filtering, sorting and seeing the best rates.



Design process

Simon applied a user centered, data driven process to improve hotel search, while balancing user needs, SEO, and business goals through research, collaboration, and iteration.



Research & Insights

Conducted user interviews and usability tests to identify key pain points and user needs in the hotel search experience.

SEO & Business Alignment

Collaborated with SEO specialists and sales to align visibility, conversion goals, and business priorities, while keeping UX.

Concept & Prototyping

Created and iterated on prototypes, adding new search features and richer data to hotel listings.

Validation & Iteration

Tested and refined solutions through multiple user testing rounds, improving usability and result relevance.

Delivery & Collaboration

Partnered with developers to deliver a clean, on-brand experience that improved search, booking flow, and SEO performance.

Outcome

SEO friendly

Keeping search optimized descriptions and data high on the page, without obscuring the search results.

More data points

Fitting the right amount of key selling points without losing feel and experience.


Images sell

Giving space to the beautiful hotel photos was an important aspect to users choosing hotels.

Strawberry

Hotels Restaurants Spas Events Offers Conferences


Membership [Log in](#)


Discover Copenhagen
 Welcome to Copenhagen, Denmark’s vibrant capital, where contemporary innovation blends seamlessly with royal heritage and fairy-tale charm. Here, every visit feels unique – from dynamic city breaks to cultural discoveries or ...


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Hotels in Copenhagen

Browse our 5 hotels



Villa Copenhagen
 500 m from Copenhagen city center
 4.4/5 (928) 9.1/10 Sustainability Rating
 ✓ Historic architecture meets modern design
 ✓ Discover the wonderful heated 25-meter pool
 ✓ Stay in the heart of Copenhagen
 24 h reception Parking Gym +16 amenities



Comfort Hotel™ Vesterbro

Outcome

Mobile view

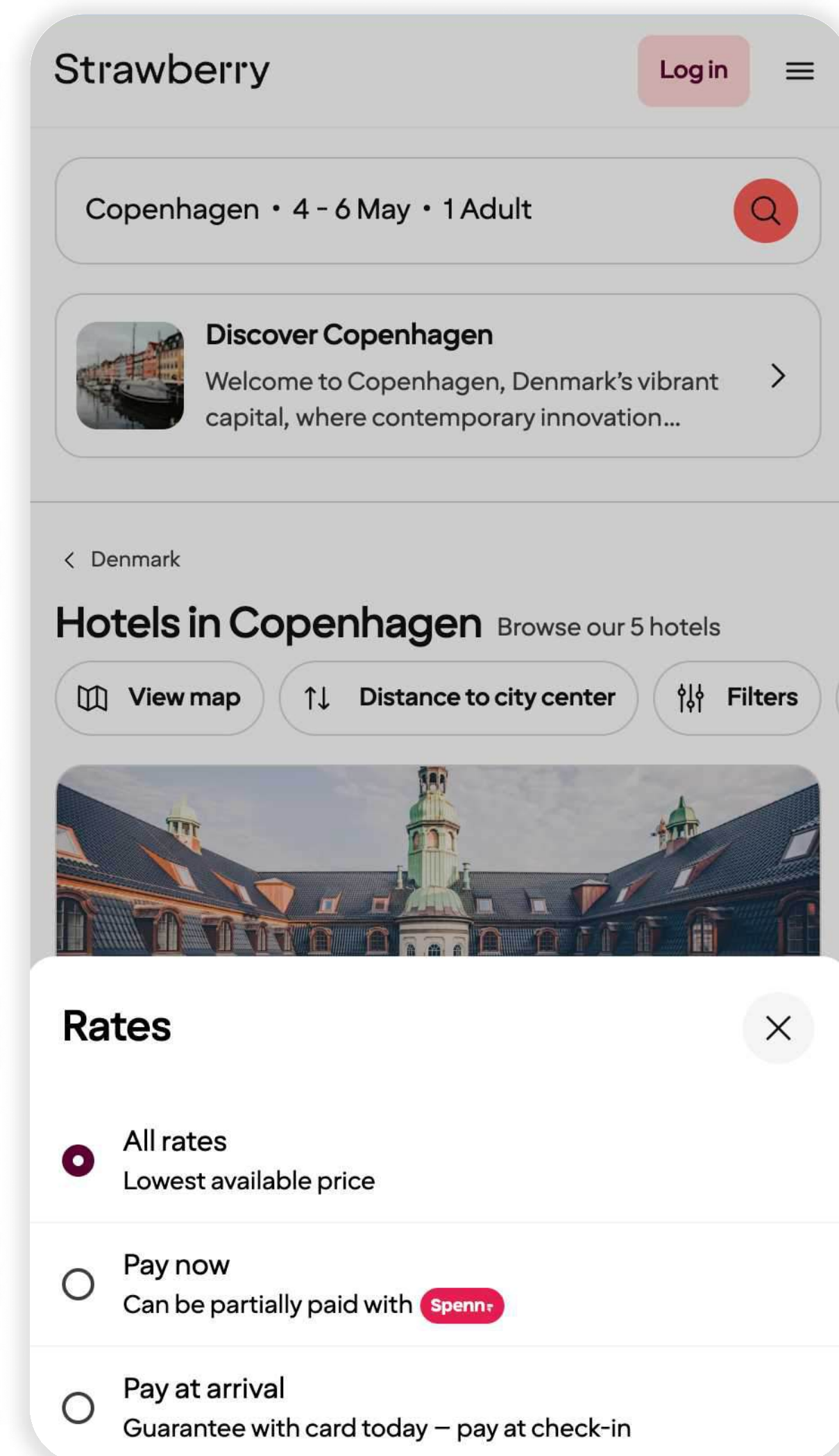
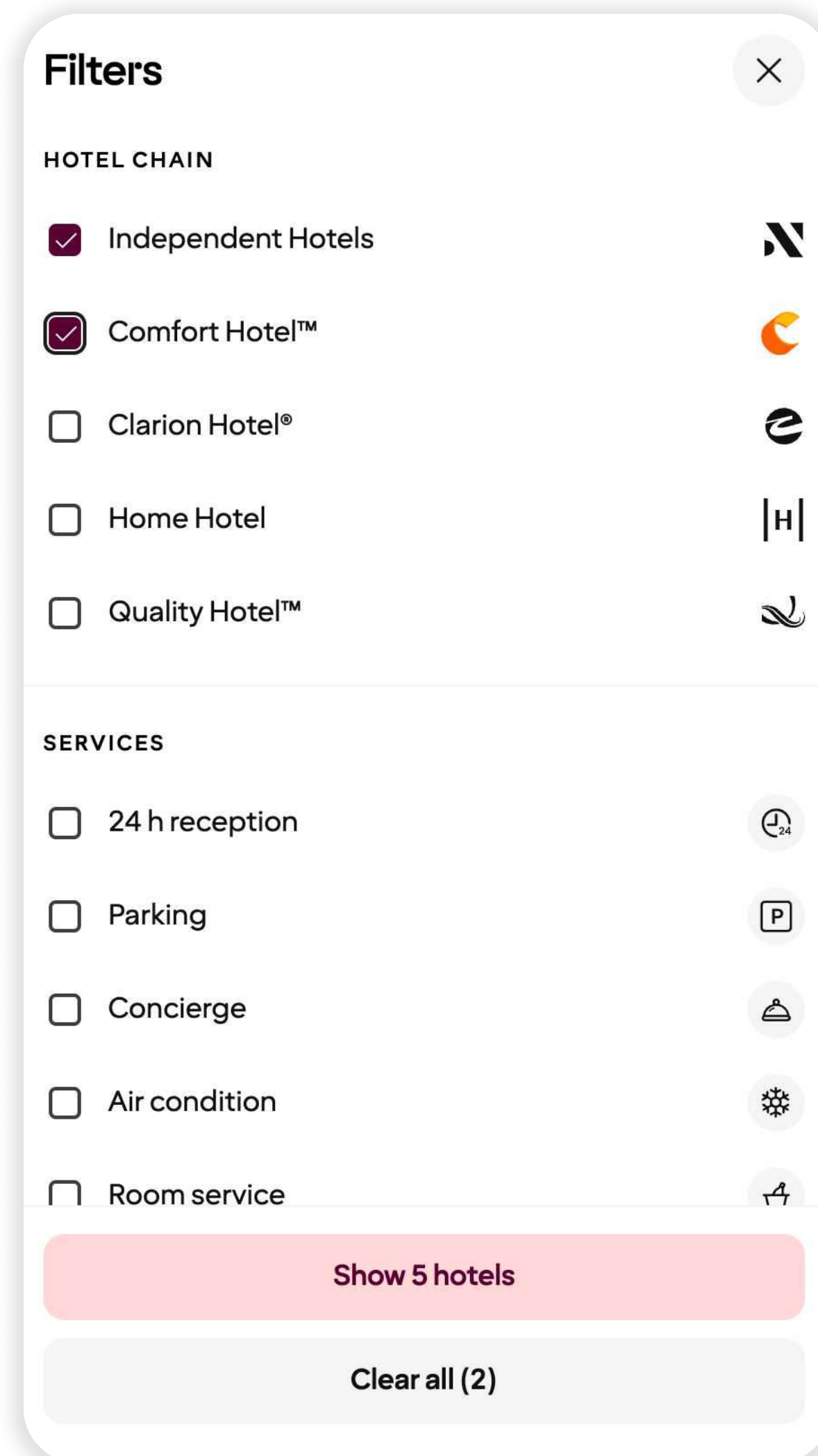
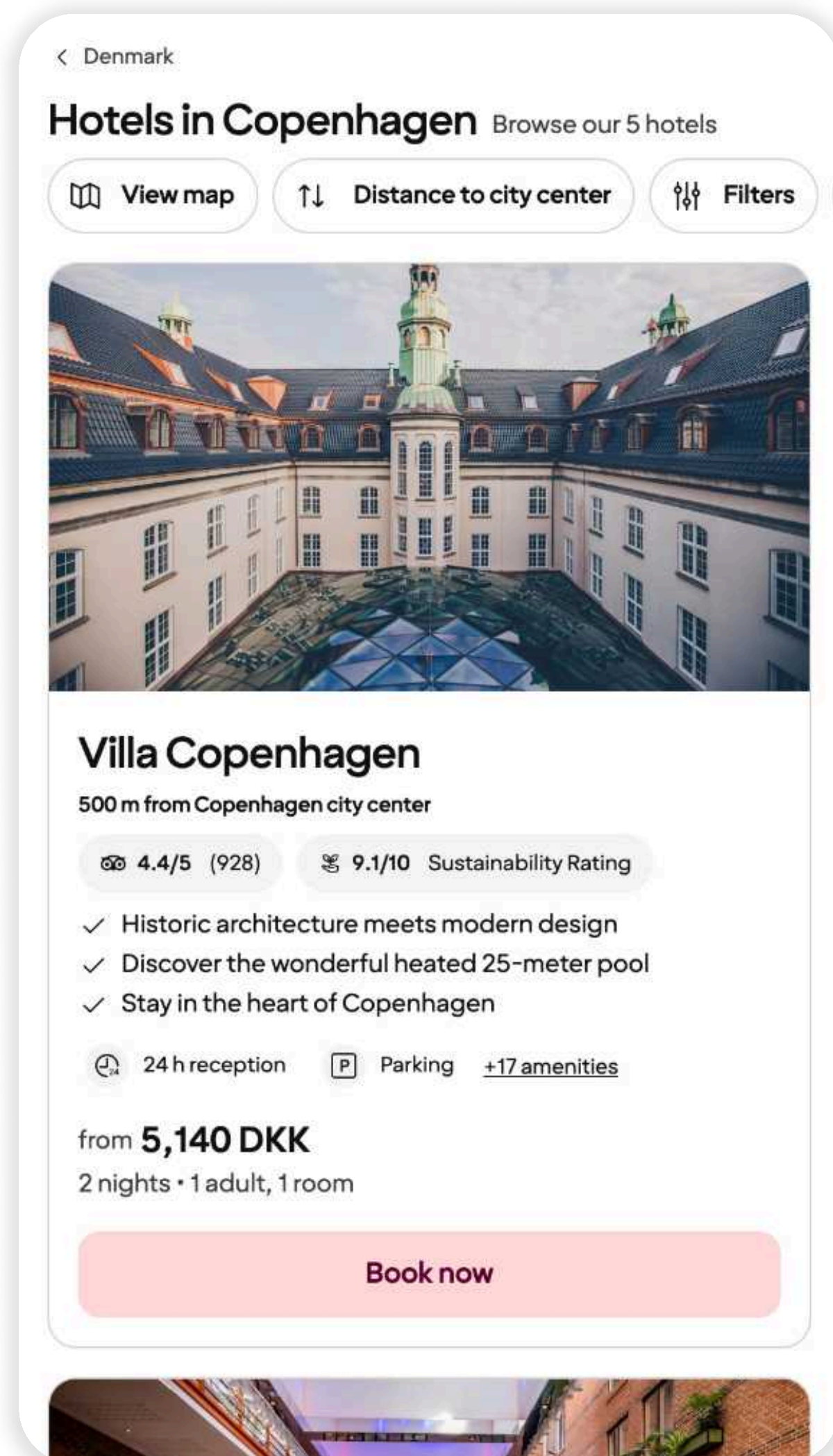
Both mobile and tablet view was designed while keeping all vital information on the page.

Filters

An improved filtering was created, which wasn't possible before the new launch.

Rates

The user could now show their desired rate, including Strawberry's new loyalty program currency, Spenn.



How I created accessible design for Arbetsförmedlingen.

UX/UI

Design system

Accessibility

Statistics

Simon made the design and managed the product for a MVP of a statistical tool which reached **93% of the WCAG 2.1 AA** requirements.

The screenshot shows the website for Arbetsförmedlingen (Swedish Public Employment Service). The page title is "Job seekers - month". The breadcrumb trail is "Start / Statistics / The statistics tool / Job seekers urged". There are buttons for "Filters (3)" and "Change lineup". The table displays data for two periods: 2024-01 and 2024-03, categorized by applicant category grouping and Stockholm County. The table has columns for Period, Applicant category grouping, Stockholm County, and Vä.

Period	Applicant category grouping	Stockholm County	Vä
2024-01	Work with support	8,031	
	Unemployed in program	35,596	
	Professional introduction	7	
	Open unemployed	49,082	
2024-03	Work with support	7,975	
	Unemployed in program	36,465	
	Professional introduction	6	
	Open unemployed	48,669	

Number of people categorized by period and applicant category grouping, divided by county

Client: Arbetsförmedlingen

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

arbetsformedlingen.se

Challenge

Arbetsförmedlingen needed to adhere to government laws enforcing **WCAG 2.1 AA** accessibility standards. Therefore, they needed to update their statistical tool for public employment data.

Role

As a **senior UX/UI designer**, Simon led the work to design a new accessible solution, working with Arbetsförmedlingens **design system**.



Problem

Arbetsförmedlingen's previous statistics tool was a **iframe solution** from their data provider, QlikSense, which has **several accessibility flaws** like keyboard navigation and screen reader compatability.

Wrong UI design

Another problem was that the application did not cohere to the **design system** that Arbetsförmedlingen uses.

UX flaws

Several user tests showed that the tool **lacked functionality and information** that the user needed to complete their tasks.

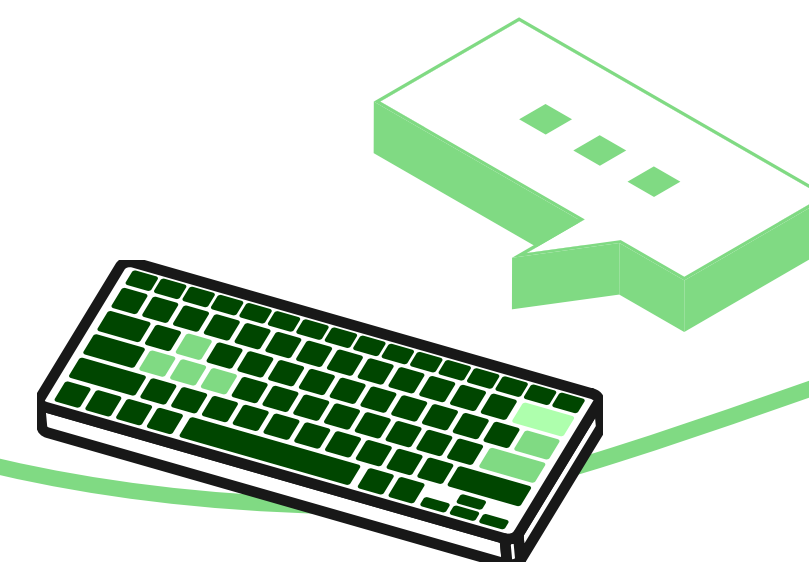
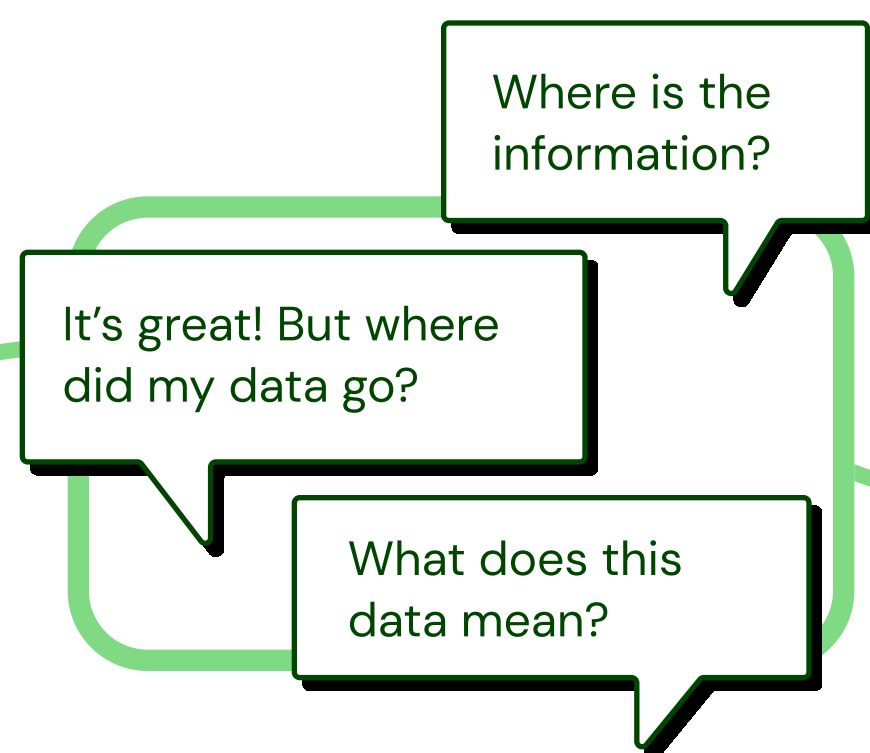
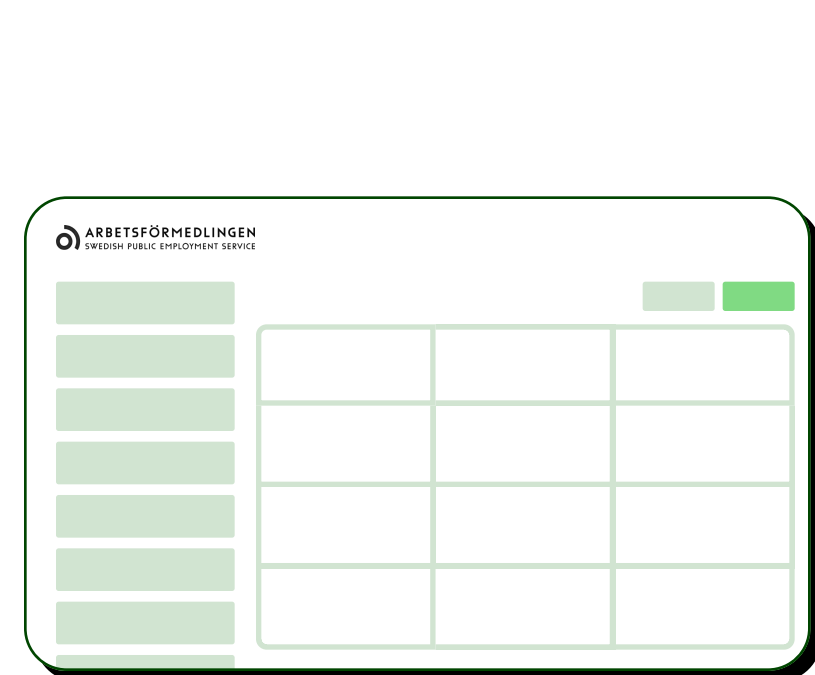
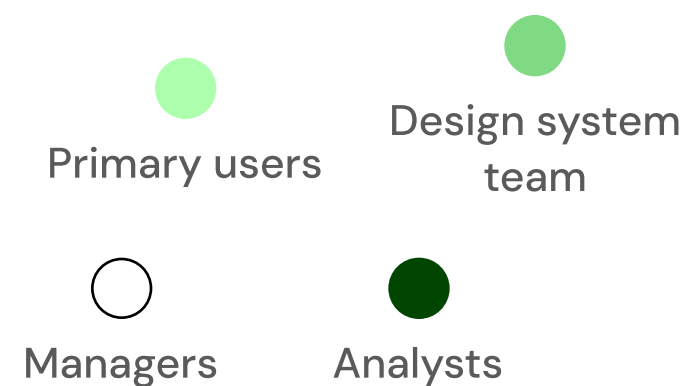
The previous application

The screenshot shows the 'Monthly statistics' page for 'ARBETSFÖRMEDLINGEN SWEDISH PUBLIC EMPLOYMENT SERVICE'. The page title is 'Labor market data 16 - 65 years*'. A note below the title states: '* The age sample is 16 - 64 years through the period 2022-12'. The interface includes a search bar with 'Month 2024-03' selected. Below the search bar are several filter buttons: 'Month', 'County', 'Municipality', 'Age', 'Young people', 'Country of birth', 'Functional impairment', and 'Education level'. The main content area displays a table with two tabs: 'Total' (selected) and 'By gender'. The table has columns for 'Report', '2024-03', '2023-03', and 'Difference'. The data is as follows:

Report	2024-03	2023-03	Difference
NEW VACANT JOBS	117,551	203,631	-42.3%
ALL VACANT JOBS	178,480	218,193	-18.2%
JOB SEEKER WHO GOT A JOB	29,391	29,940	-1.8%
NEW REGISTERED JOB SEEKER	31,009	30,149	2.9%
REGISTERED UNEMPLOYED	354,641	335,328	5.8%
Without work for more than 6 months	208,764	202,360	3.2%
Out of work for more than 12 months	141,720	142,990	-0.9%
Without work for more than 24 months	80,235	87,970	-8.8%
ALL REGISTERED	548,664	527,968	3.9%
OPEN UNEMPLOYED	178,389	152,539	16.9%
UNEMPLOYED IN PROGRAMS	176,252	182,789	-3.6%
Labor market education	3,692	3,521	4.9%
Validation	<5	10	-
Work experience	1,873	1,374	36.3%
Support for starting a business	730	598	22.1%
Job guarantee for young people	15,092	12,486	20.9%

Design process

Due to time constraints and minimal developer budget, Simon opted for an MVP mindset and used Lean UX methods to iterate and learn from users.



Interviews

Stakeholder interviews were made to understand the problem.

First release

After 2 months, the team released the first testable MVP.

User tests

Simon built up a user test group with external, real users and tested each release.

Screen reader tests

Simon also made sure to frequently test with users with visual impairments to improve accessibility of the app.

Iterate!

The release and test process was then iterated until usability and accessibility reached a good state for public release.

Outcome

The screenshot shows the top navigation bar of the Arbetsförmedlingen website. It includes the logo, a 'Logga in' button, a language selector for 'Other languages', a search bar labeled 'Sök', and a 'Meny' button. Below the navigation is a breadcrumb trail: 'Start / Statistics / The statistics tool / Job seekers urged' with a 'Beta' badge. The main heading is 'Job seekers - month'. There are links for 'Help and questions' and 'View in full width'. A toolbar contains 'Filters (3)', 'Change lineup', 'Link to selection', and 'Download table' buttons. The table below displays data for two periods: 2024-01 and 2024-03, categorized by applicant group and county.

Period	Applicant category grouping	Stockholm County	Västra Götaland county
2024-01	Work with support	8,031	11,698
	Unemployed in program	35,596	25,668
	Professional introduction	7	87
	Open unemployed	49,082	27,568
2024-03	Work with support	7,975	11,678
	Unemployed in program	36,465	26,646
	Professional introduction	6	85
	Open unemployed	48,669	26,996

Number of people categorized by period and applicant category grouping, divided by county

Updating the design system.

I worked closely to the design system team to keep the design consistent with Arbetsförmedlingen, but also updated new components to the system that had **never been used before**, like the multifilter component

Fully keyboard accessible.

All features in the app are keyboard and screen reader compatible, and the first public release reached **93% of the WCAG 2.1 AA** requirements.

From zero to hero.

With only one developer and me as a UX/UI designer, we managed to release internally within 2 months, ran a beta test within 6 months, and **official release within 1 year**.

Outcome

The screenshot shows the Swedish Public Employment Service (Arbetsförmedlingen) website. The main content is a table titled "Job seekers - month" for Stockholm County, showing data for periods 2024-01 and 2024-03. A responsive sidebar filter is overlaid on the right, allowing users to select multiple categories for filtering. The sidebar includes a "Clear all selections" button, a "Close" button, and sections for "Main grouping", "Applicant category grouping", and "Municipality".

Period	Applicant category grouping	Stockholm County
2024-01	Open unemployed	48,669
	Professional introduction	6
	Unemployed in program	36,465
	Work with support	7,975
2024-03	Open unemployed	49,082
	Professional introduction	7
	Unemployed in program	35,596
	Work with support	8,031

Number of people categorized by period and applicant category grouping, divided by county

Filter Close ×

× Clear all selections

Open the filter selectors to make a selection. You can select multiple choices in each filter selector.

Main grouping

Applicant category grouping

- Arbetslösa i program ×
- Yrkesintroduktion × 2 more...
- Arbete med stöd** ⓘ
Arbetssökande som har jobb, och som även har stöd från Arbetsförmedlingen.
- Arbetslösa i program ⓘ
- Yrkesintroduktion ⓘ
- Öppet arbetslösa ⓘ

Välj alla **Filtrera**

Municipality

Using responsive sidebars.

We found that using responsive sidebars for filtering and other functions were the best from a responsive and accessible standpoint.

Moving the keyboard focus seamlessly between the main screen and sidebar was **actually easier to understand** for a screen reader user, than having all filters visible on the main screen.

Focus on information.

I created custom components (multifilter) that could hold much more information about the data than before.

Many of the users said they didn't understand what data they were looking at in the previous version. With the updated design, many of them found it **educating and easy to understand**.

Hope to see you soon!



Simon Asp

Senior UX/UI & product designer, engineer, strategist.

simon.asp@gojalabs.com