

Johan Leidefors

Consultant Experience Designer

UX Designer with expertise in communication and tonality. With a background within both marketing, media production and holistic CX design. He has also studied Interaction Design and is certified in Design Thinking and Agile Project Management.



Johan always does his utmost to deliver and contributes with positive energy in the assignments he works in. Johan's strength is his ability to easily alternate strategic discussions with operational work.

He is "a doer", a person who makes sure things are done; solution-oriented, accurate, structured and thrives at a high pace. Based on his experience in graphic design and knowing the value in sending the right message, he creates fantastic customer experiences. Johan is also passionate about working within XR and virtual environments as a yet a new reinforcement of the customer journey.

Johan is comfortable within Adobes CC Suite and also Davinci Resolve, Final Cut Pro, Premier and Logic Pro.

Visit portfolio at www.leidefors.se



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Engagements

2022-09 — Linköpings Universitet, and others

Lecturer in the digital experiences

In my talk called "The Digital Experiences of Tomorrow" I invite the audience to take part in the emerging tech of today and what's to come. We dive into topics like customer-centricity, Metaverse, AI generated media and also do some hands-on testing.

2022-04 - ongoing — Skola24

Team Lead Marketing and Communications

Coaching and guiding the team and influencing the whole sales department into a more customer centric way of working. Using visualizations of my findings and workshops to create a greater mutual understanding within the entire department.

2022-04 - ongoing — Sogeti

CX Designer

Responsible for both the holistic experience in the customer journey, and deep diving into individual touchpoints to optimize for a better customer experience. Using quantitative and qualitative research, creating a structure for the work.

2022-04 - 2022-06 — Nobelstiftelsen

UX Designer

Joining a Cap Gemini squad that developed the Dynamics app that the Nobel staff use to organize the seating for the Noble Prize Banquet. Working mainly in Figma I developed prototypes for the customer to see and give feedback on before the developers started working on the final product.

2022-04 - ongoing — VR project for Sogeti Labs

VR-UX Designer

Invited by Sogeti Labs to join the research and testing of new ways of working with the Metaverse. Cohosting a workshop series within VR with participants from different parts of Europe. Experimenting with new tech and possibilities using Meta Quest 2, Spatial, Glue, Unreal, Unity, Arkio and more.

2021-07 - 2022-03 — Classified customer

Documentary Film Editor

Editor of documentary about a Swedish well-known rock band for TV. I used Final Cut Pro and Davinci Resolve.

2019-09 - 2022-01 — Tukan Publishing "Historieväktarna"

Book Cover Art Designer

Designed the front and back cover art for a three-book-series by Hanna Blixt called Historieväktarna. Using a photorealistic style for these World War II related books in Photoshop and Indesign.

2013-01 - 2020-03 — The Eriks Development Foundation

Web specialist, Project Manager and strategist

My work consisted of everything from daily graphic design work for marketing, managing the development of the new website for Sweden's largest Secondhand store chain to implementing two new intranets simultaneously using Sharepoint along with MS Teams. I also planned, filmed and edited a campaign video for recruiting volunteers to the company's many stores.

2016-08 - 2016-11 — Attefall

Web and Graphic Designer

Stefan Attefall is Sweden's former Minister of Housing. He even coined a new common term for a small house called "Attefallshus". Stefan reached out and wanted to set up a web presence along with a consistent graphical expression. Using Indesign, Photoshop, CSS, Wordpress and Divi.

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Courses

2022-09	CX for Branding — IE Business School
2022-08	Design Thinking in Business Innovation — University of Virginia
2022-05	UX in VR certification — University of Michigan
2020-01 - 2020-06	Scrum Master certification — University of Maryland
2018-06	Social Video — Berghs School of Communication
2013-09	HTML5, JavaScript and CSS3 — Jönköping University

Employment

2022-03	Sogeti
2013-09 - 2022-02	The Eriks Development Foundation
2011-11 - 2013-07	Lernia AB
2009-10 - 2011-11	Envoy House Publisher
2009-10 - 2022-02	Self Employeed
2007-06 - 2008-09	V-TAB Reklambruket

Education

2020-08 - 2022-02	Interaction designer — Linnaeus University
2005-08 - 2007-06	Media and communication — Institute of faith and leadership (ITM)
2004-08 - 2005-01	Media and communication — Södra Vätterbygdens Folkhögskola
2003-08 - 2004-06	Team Leader Education — Mariannelunds Folkhögskola
2000-09 - 2003-06	International Social science — 3 years Per Brahe Gymnasium