

Anneli Olsen

Anneli is a curious individual with a genuine passion for understanding users and their contexts, whether it's for products or services.

Her diverse career in product and service development has equipped her with a comprehensive skill set, including UX design, user research, and product ownership. She possesses a keen eye for detail and a strategic mindset, consistently delivering user-centred solutions that align with business objectives.

Experience

2020-2025 Visma Proceedo AB - Stockholm, Sweden

Senior UX Designer/Researcher

Improved public sector purchasing processes at Visma Proceedo, resulting in higher efficiency and user satisfaction.

Key contributions included

- Optimizing and redesigning shopping cart functionality in close collaboration with a major client, resulting in reduced shipping costs and expedited pharmaceutical deliveries to hospitals.
- Introducing user data analytics from the application, enabling better decision-making. For example, a costly development idea was scrapped before a single line of code was written after data showed it would not be successful.
- Conducting extensive user studies on service procurement, which led to a reprioritization of the product backlog. Both quick wins and larger initiatives to improve the purchasing flow were included, while initiatives with less potential to help users were removed or deprioritized.
- Designing and facilitating a workshop with a major client to help them improve their service procurement routines and for us to understand the system's shortcomings in this area.
- Driving accessibility improvements with the development team, leading to better interactions for all users. This included enhancing keyboard navigation and aligning with international digital accessibility guidelines (WCAG).
- Exploring the use of AI to improve the system's search function and, in collaboration with developers, creating a proof of concept.
- Working with improving the current design system and preparing for a rebranded one. This, among other things, involved reducing the number of colours used in the system from 235 to 43.

2017-2020 Crisp AB - Stockholm, Sweden

Consultant in various roles

ASSA AB (September 2019 – April 2020) – Scrum Master

Acted as Scrum Master for two development teams, facilitating the development of a cloud-based access control system (EAC-system). Collaborated with UX and Product Owner teams to define processes and artefacts.

Key contributions included:

- Significantly increasing the release frequency from biannual to monthly.
- Streamlining development through team restructuring.
- Implementing visual management practices improving task flow and prioritisation of tasks.

ASSA AB (March 2017 – September 2018) – UX Designer/Researcher/Product owner support

Served as a full-stack UX designer, supporting the Product Owner in the development of a cloud-based access control system with associated hardware.

Key contributions included:

- Designing key parts of the system based on user research, internal stakeholder feedback, and business needs.
- Facilitating a user story mapping workshop at a crucial point of product development where key weaknesses were identified and could be addressed before the business was impacted.

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- Creating visualisations that aided in improving the teams understanding of user flows as well as helping product management in prioritisations.
- Assisting the product owner with prioritisation and strategic discussions, and served as an active “voice of the customer” in day-to-day operations.

Tobii AB (January 2017 – March 2017) – UX Designer/Technical Writer

Was responsible for the information architecture, design, and content for the initial iteration of the site developer.tobiipro.se. The site provided information and downloads relating to the use of the Tobii Pro SDK.

Key contributions included:

- Adapting a third party API documentation solution to the company’s branding through CSS manipulation.
- Ensuring consistent and user friendly documentation was available for all languages supported by the SDK.

2013-2017 Tobii AB - Stockholm, Sweden

UX Designer/Product owner/Project leader

Worked as a UX designer, product owner and sub product leader for developing eye tracking products and related services.

Key contributions included:

- Leading UX initiatives for Tobii Pro Glasses 2 and Tobii Pro Spectrum, with a focus on usability, marketability, and production.
- Acting as a sub-project manager for the packaging component of hardware projects, responsible for the design, testing, and procurement of accessories and packaging.
- Overseeing the usability and design of a new SaaS-based license management system that replaced perpetual licenses. This included integrating the new system with business systems and redesigning the entire license management process (creation, delivery, syncing, invoicing).
- Collaborating with stakeholders in workshops and interviews to develop solutions, including mapping existing processes and system integrations. This led to improvements in both usability and efficiency.
- Serving as the product owner and UX designer for Tobii Studio, the company’s flagship software at the time.
- Introducing agile methodologies to a Ukraine-based development team, increasing the release frequency from bi-annually to monthly.
- Reducing costs by discontinuing DVD-based software delivery to new customers.
- Championing a user-centric approach within the development team, which increased efficiency, improved collaboration, and customer satisfaction.

2009-2013 Tobii AB - Stockholm, Sweden

Educator/Technical Writer

Managed product documentation, research dissemination, and user training.

Key contributions included:

- Developing user-centric documentation, such as user manuals and quick start guides, to support hardware and software products.
- Authoring white papers and presenting research at academic conferences, including ETRA and BritishHCI.
- Delivering custom and standardised training to commercial and academic organisations on how to best utilise eye tracking for their specific needs.
- Teaching courses at events such as NordiCHI and EyeTrack UX.

2008-2009 fhios ltd - London, UK

Lead UX Researcher

Conducted Commercial UX Research.
Key contributions included:

- Performing "fixed time - fixed price" user studies, expert reviews, focus groups, and concept evaluations.
- Serving clients such as Monster, Halifax, Hotels.com, and Zurich.

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Education

2003-2006 IT University of Gothenburg - Gothenburg, Sweden
Masters Degree in Human-Computer Interaction and Interaction Design

2000-2006 Chalmers University of Technology - Gothenburg, Sweden
Masters Degree in Electrical Engineering

Completed Courses and Workshops

UX Intensive – Adaptive Path
Lean UX – Crisp
Leading UX: Influencing Culture and Growing Teams – Kim Goodwin
Ambition Empower: Design and Product Leadership – Kim Goodwin
Ambition Empower: Product Management – Christian Crumlish
Practical Workshop in Facilitation Skills – Jimmy Janlén
bikablo Basic Visual Facilitation Training – bikablo
Product Discovery – Crisp
Certified Scrum Product Owner – Crisp
Certified Scrum Master – Crisp
Agile Hardware Development – Joe Justice
Scaled Professional Scrum with Nexus Practices – Scrum.org
Praktisk projektledning – Wenell
Introduction to Web Accessibility – edX
OKRs with Radical Focus - Christina Wodtke Intensives
Introduction to relational databases - Dalarna University
Design of AI-agents - Henrik Kniberg

Languages

Swedish - Native speaker
English - Full professional proficiency

Public speaking

Stating the obvious – en presentation om självklarheter
Agila Sverige 2017 (Stockholm, Sverige)
Lightning talk on common UX misunderstandings

En UX-checklista för QA
SAST Q2 (2017, Stockholm, Sverige)
Delivered a talk at the Swedish Association for Software Testing on leveraging Jakob Nielsen's 10 Heuristics for QA to assess product usability

Important things about user experience design I've learned from my cat
Interaction 14 (2014, Amsterdam, Nederländerna), **UX Open 2013** (Stockholm, Sverige)
A fun and informative talk using cats to explain key UX design principles.

Public Courses and Workshops

Co-Created Journey Maps
Sverige 2018 (Stockholm, Sverige)
Workshop on leveraging user journeys for note-taking and insight validation in user interviews.

Using eye tracking in web usability testing: 7 different study designs
EyeTrack UX 2012 (Barcelona, Spanien), **EyeTrack UX 2011** (London, UK och Las Vegas, USA), **NordiCHI 2010** (Reykjavik, Island)
Beginner's course in eye tracking and how to design web usability studies to optimise the use of eye tracking data for understanding user and customer interactions.
This course was an updated version of the one presented at the EyeTrack UX conference in Leuven in 2010.

Baking with Tobii: 7 delicious recipes for successful eye tracking use in web usability studies
EyeTrack UX 2010 (Leuven, Belgien)
Beginner's course in eye tracking and how to design web usability studies to maximise the value of eye tracking for gaining insights into user and customer interactions.

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