

ANTHONY JOSEFSSON

UX/UI Designer

PRODUCT DESIGN | UI | BRANDING | VISUAL DESIGN

CONTACT

+46709647579
aajosefsson@hotmail.com
anthonyjosefsson.se

UX/PRODUCT DESIGN

UX Designer Intern – doCuro Systems
Jan 2026 – Jun 2026

- Contributed to the redesign of an e-signing and document management platform with complex workflows and information-heavy interfaces.
- Explored ways to improve information architecture, reduce friction and make key tasks easier to understand and navigate.
- Created wireframes and prototypes in Figma, conducted user interviews and contributed to a more consistent visual and interaction design.
- Contributed to designing and developing a new company website in Framer.

UX Designer Intern – Your Company Sweden
Aug 2025 – Oct 2025

- Analyzed research insights, formulated hypotheses, and developed design concepts to improve usability and engagement.

Branding & Visual Identity – THNDR / Custom Hoj
Jan 2026

- Created a new logo and visual identity as part of a rebranding project for Custom Hoj and their clothing brand THNDR.
- Developed visual concepts that will be used in upcoming clothing collections and brand material.

SKILLS

- User-Centered Design
- UI Design
- UX Research & User Interviews
- Wireframing, Prototyping & Usability testing
- Information Architecture & User Flows
- Agile Methodologies
- Accessibility & Inclusive Design
- Branding & Visual Identity
- Figma
- Framer

LANGUAGES

- Swedish – Native
- English – Professional proficiency

ABOUT ME

UX/UI Designer with experience in user research, interviews, prototyping, usability testing, and interface design. I enjoy understanding complex problems, identifying what matters most to users, and turning insights into clear, intuitive, and visually refined digital experiences.
Before transitioning into UX, I spent over ten years working in the sports and fitness industry with coaching and education. This has strengthened my ability to understand people, communicate clearly, structure problems, take responsibility, and adapt to different needs.
I'm particularly interested in the intersection of user experience, visual design, technology and AI and I enjoy working closely with others to turn ideas into practical solutions.

WORK EXPERIENCE

Strandhälsan, Falkenberg — Jan 2019 – ongoing
Personal trainer/coach/educator

- Working closely with individuals, athletes, and teams to understand goals, challenges, and long-term development needs.
- Designing structured training programs adapted to different individuals, goals and situations.

Drottning Blankas gymnasieskola, Falkenberg — Aug 2020 – Jun 2022
PE Teacher

- Planned and conducted physical education classes for first- and second-year students.

Crossfit Helsingborg — Oct 2017 – Dec 2018
Box Manager/Head coach

- Responsible for the daily operations and coordination of the facility, with a focus on structure, planning, and quality.
- Planned and led classes while coordinating schedules and activities for the coaching team.
- Conducted personal training sessions, workshops, and educational courses.

EDUCATION

UX Designer, IT Högskolan — Aug 2024 - Jun 2026
Graduated from IT Högskolan in June 2026.
Coursework focused on designing user-centered systems and digital products, including user-centered design, agile methodologies, web design, prototyping, and branding.

BSc in Biomedicine with specialization in Physical Training — Aug 2013 - Jun 2016
Studies conducted at Halmstad University included anatomy, physiology, biomechanics, psychology, nutrition, and health-related sciences.

Riksidrottsgymnasiet för Bordtennis — Aug 2002 - Jun 2005
Selected as one of eight students nationally for the Swedish elite table tennis program, combining academic studies with high-level training and competition.