



# Wendy Wang Lindblom

## Senior UX Designer / Service Designer

Wendy is a Senior Service Designer (BA) with UX designer background. She performs 13+ years actively around IT business process, machine learning business and, IoT product design.

Wendy thrives under pressure. She is a global mind creative thinker with strong passion generating digital service ideas, she is in constant pursuit delivering solutions to wow her clients.

Wendy loves what she does because she has the ability to influence digital product that make direct impacts on users and bring engagement to her customers to make good business decisions.

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### DEGREE & EDUCATION

- M.A. in Graphic Design, Advertisement & Marketing Strategy, Academy of Art University
- Bachelor of Studio Art in Communication in Product and Team Development, SUNY Binghamton

### EMPLOYMENT HISTORY

- frog Gothenburg, Senior BA / UX Designer (2021 – present)
- Idean Gothenburg, Senior BA / UX Designer (2018 – 2021)
- Assign Group, UX Lead/GL Studio Tech Support (2011 – 2018)
- Mokard, Services Designer/UX Director (2010 – 2011)
- Digital Mojo, Service Design Lead / UX Director (2009 – 2011)
- Popcap Games, Channel Marketing Associate / Graphic Designer (2007 – 2009)

### OTHER QUALIFICATIONS

- Design Sprint Academy, Certified Sprint Facilitator
- Udemy, AWS Certified Solution Architect, Associate
- Udemy, Scrum Master Certification
- University of California, IoT Embedded System/Online Certificate'
- Coursera, Sustainable business design

### KEY EXPERTISE

- UX Design
- Service Design
- Visual Design
- Design Research
- Business Design

### RELEVANT EXPERIENCE

- Lynk&Co Mobile App (2021)  
Business Analyst / UX Specialist  
Work as BA and UX specialist to perform cross teams ( China & Europe ), cross platform communication work. Conduct workshop with Design team, 3rd party suppliers to fix bug and deliver MVPs.
- Volvo Cars Manning Tool (2020)  
UX Lead TRANSPORTATION  
Work as UX Lead in prepare production team. Conduct design thinking workshop, influence team with design sprint methods in each sprint planning. Perform UX/UI designer task.
- Volvo Cars HRM / Mobile App (2018-2019)  
Business Analyst / UX Lead • TRANSPORTATION  
Work as UX Lead and Business Analyst for VCC HR management service products cross platforms & Devices. Service platform in SAP and o365. Delivered People Tools and Polestar Parallax 3.o.
- NEVS (2016)  
UX/UI Lead • TRANSPORTATION  
Mobility city concept design. Service design for multiple platforms and products. (apps / web / presentations / print etc).
- London Taxi TX5 (2013-2015)  
SW package lead / UX Lead • TRANSPORTATION  
Deliver infotainment system with final Cluster Display UX design/ UI Design with backend solution planning with Volvo electric department, and suppliers.

