

# Max Ytterberg

As a product designer driven by good intentions and a vivid imagination, I craft experiences where form meets function, converting abstract insights into tangible and functional value. Good UX for me is when technology recedes into the background, allowing humanity to shine through.

## UX Designer, Oyama | Mar 2022 - Present

Leading the product design for a mental health startup that is building a platform for interactive bite-sized exercises, rooted in clinically proven methods. Primarily working with rapid prototyping and user-centered design. Developed a visual system for designing new exercises. Contributed to the closed beta pilot in July 2023. [Read more.](#)

## Product Designer, (Self-employed) Maximedia Design Stockholm | May 2013 - Present

Being involved in diverse projects throughout the years I have gathered a holistic understanding of how to drive customer value and business through design thinking, automation and brand design. Experienced in promoting a user-centered perspective in highly complex and demanding contexts such as the automotive industry, corporate law and finance. [Read more.](#)

## Concept Development Strategic Project Support, Trafikförvaltningen | Stockholm | Nov 2017 - Jul 2018

I collaborated with top level executives and experts to define the concept for the future Stockholm metro (Year 2030-2050 ConOps). Facilitating strategic dialogues, producing business reports, statistics, illustrations etc. Directly contributed to impactful decisions shaping Stockholm's transport infrastructure, benefiting 900,000 daily commuters. [Read more.](#)

## Consultant, Infotiv Information & Design | Stockholm Aug 2016 - Aug 2021

Carrying more than 5 years experience in consultancy roles I am no stranger to facing new challenges in different contexts. At Infotiv I worked in projects often involving bridging the gap between technically advanced environments and a usability perspective. Be it working with user-centered product information, illustration, an e-course or implementing modern digital tools. [Read more.](#)

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## Education

### Product Development (Bachelor's Degree)

Halmstad University  
2013 - 2016

Innovation engineering with a focus on building products, leveraging technology. Individual focus on design and economy.

### Product Design (Upper Secondary School)

Thorildsplans Gymnasium  
2006 - 2009

Focus on technology and industrial design.

## Soft Skills

- Listening
- Empathy
- Communication
- Problem Solving

## Hard Skills

- Rapid Prototyping
- User Experience Design
- User Interface Design
- AI Transformation
- Visual Design
- Data Management
- Business Process Automation

## Software

Figma • Framer • Illustrator •  
Glide • Vectorshift  
Photoshop • WeWeb • Notion  
Groq • Proto.io • Runway.ml  
inDesign • HTML/JS/CSS •  
Keyshot • Catia • Zapier •  
Airtable

I usually learn new digital tools very quickly and love me a challenge! These are just some that I use often and enjoy.

