Stefan Twerdochlib

Product Designer

072 889 11 84

stefan@twerdochlib.com

twerdochlib.com

Professional experience

Design Lead
06.2022 – Present

Wolt – Stockholm, Sweden

- Spearheaded the research, visual, and user experience strategies across an omni-channel experience, focusing on supporting new programs (like AI and LLMs) through team leadership in problem framing, design planning, and research.
- Led a team of designers in developing an in-house support tooling ecosystem, establishing effective rituals, workflows, and design critiques to maintain high-quality output.
- Successfully delivered self-service automation designs, resulting in significant cost savings of €3.2 million annually in support costs.

Head of Design
02.2021 – 06.2022

Werlabs – Stockholm, Sweden

- Led the research, visual and user experience strategies across an omni channel experience. My objectives included supporting emergent programs by leading and coaching teams on problem framing, design planning, design research, and design sprints.
- Worked closely with leadership to deliver and implement a workflow for vaccinating 500,000+ people across Sweden and increasing our NPS score from 40 to 65.
- Delivered B2C and B2B experiences directly benefiting the company by reducing call volumes by 15%, increasing customer and employee satisfaction.

Lead Product Designer
08.2018 – 02.2021

H&M – Stockholm, Sweden

- Co-ordinated a cross functional way of working within the UX department, aligning the teams to work more efficiently with other competencies (Development & Product). Introduced Design Sprints - reducing pre-study phases from 3 months to 4 days. Introduced Story Mapping to help with product strategy, KPIs, and MVP thinking. Initiated daily Design Reviews to increase transparency and aiding in a fast feedback culture. Also, shifting the internal language to the "Jobs to be Done" framework which actively aids outcome driven innovation.
- Implemented new tooling to accelerate the UX process of designing, testing, hand-off, and documentation. Which saved the company $3.7 million SEK in the first year.
- Began crafting a headless Design System that will work for all brands in the H&M group. Created design principles, reusable components, patterns, and consistent tools. This is projecting to the save the company 18 million SEK annually.

Senior Product Designer
05.2017 – 08.2018

Loblaw Digital – Toronto, Ontario, Canada

- Designed and managed the product strategy of a national pharmaceutical website in an emerging market.
- Owned the end-to-end user experience and service design of the digital and physical touch-points.
- Worked with multiple brands in different industries championing their user research, product design, accessibility standards (WCAG AA), and helping drive product strategy.
- Adapted Design Sprint methods to align product KPIs and clear hypotheses for testing and creating new designs.
- Designed a headless Design System that is business and industry agnostic.

Mobility UX/ UI Designer
02.2015 – 05.2017

TELUS Digital – Toronto, Ontario, Canada

- Focused on creating the mobility product page experience, influencing quantitative and qualitative KPIs to increase conversion rate.
- Lead Design Sprints to improve team quality and cross team collaboration in the organization.
- Helped create TELUS' digital standards (Design System), Photoshop, and Sketch UI starter kits to onboard new designers and external vendors.

Senior Web & Motion Designer
04.2014 – 02.2015

GOCACTUS – Toronto, Ontario, Canada

- Design unique logos, animated videos, emails, videos, and various web projects for a variety of clients like Bacardi & Marshall.
- Helped support and grow other designers within the company with con3nuous feedback.

Web & Graphic Designer
06.2009 – 04.2014

Foresters – Toronto, Ontario, Canada

- Supported the US Marketng Division by designing product logos, E-mails, videos, animation, and various print projects.

Education

George Brown College

Graphic Design

Sheridan College

Art Fundamental: Illustration

Accomplisments

UX Mentor

Interaction Design Foundation, ADP List & Design Lab

Lead UX Educator

Brainstaition Toronto, 2017 – 2018

Guest speaker

Accessibilty conference Toronto, Guelph and Stockholm

Deans list

George Brown College

2006 - 2009

Technical skills

Specialties

Web Accessibility & Inclusive Design User Experience Information Architecture Customer Journeys Design Sprints Motion Design / Animation Rapid Prototyping Design Systems Story mapping User testing moderated & unoderated

Knowledge

A/B Testing Visual Design (UI) Service Design Grid & Layout Typography Branding Agile Methodologies (Kanban & Scrum) Lean UX

Computer skills

Sketch / Figma UserZoom / Usertesting.com Adobe CS Protopie & Invision HTML & CSS / SaSS Jira Miro