

Erik Almenberg

Curriculum Vitae

SUMMARY

Creator of competitive advantage through compelling user experiences. Driver of repeatable success by leveraging tools, process and organization, leading and facilitating cross-functional teams. Delivers at portfolio and product level, meeting the tactical needs of today while planning for the growth of tomorrow.

EXPERIENCE

Principal Experience Planner, Motorola *Chicago, USA, 2007.01-present*

- Lead Experience Planner and acting Design Manager for integrated multichannel experiences across devices and the web. Co-lead Experience Planner for defining the portfolio of next-generation Android applications, services and hardware.
- Collaborating intimately with portfolio, product, marketing, engineering and research to create compelling and competitive consumer experiences through defining consumer segmentation, portfolio hypotheses, product principles and requirements, value propositions and business cases, as well as selecting and negotiating with partner companies.
- Initiating, analyzing and interpreting primary and secondary research, transforming the most powerful insights into compelling product concepts and successful decisions to drive the bottom line.

Senior Design Strategist, Yahoo! *Sunnyvale, California, USA, 2005.06-2007.01*

- Co-defined first successful online video advertising product platform, leading to several patent applications. Designed prototype that won \$10 million in ad spending pre-launch. Final product became a US IAB standard format in 2008.
- Designed margin and engagement-boosting experiences for the mobile web and marketplace domains. Successfully stepped into a design manager role in an environment challenged with the pressure of leadership changes and employee layoffs.
- Researched success factors of design teams at Yahoo and developed a framework, detailed action plan and new metrics for improving the internal design organization, and for leveraging design strategically across the company.
- Co-authored first internal case study on the business impact of effective design, a pace-setter presented to multiple stakeholders in the company, at conferences and to all new hires in the design organization.

Founder, Imagegami Design Management *Stockholm, Sweden, 2003.08-2004.09*

- Developed tools and methods for brand/design management for Electrolux to support evaluation and decision making of the fit of design concepts within each brand portfolio.
- Created product and retail systems for Absolut Vodka, and managed the development and production. Launched globally making up over 50% of the POS inventory.

Design Manager, Ytterborn & Fuentes Design Management *Stockholm, Sweden, 2000.12-2003.08*

- Developed brand strategies, corporate identities, launch programs, design platforms and guidelines, product systems and environments for clients such as Saab Automobile, Absolut Vodka and iittala/Hackman.
- Analyzed and evaluated markets, consumer trends, brand structures, design languages and product ranges.
- Managed prototyping, production and implementation, coordinating suppliers and budgets up to \$700 000.

Co-founder, Peekaboo Design *Stockholm, Sweden, 1999.08-2000.06*

- Co-founded consulting firm specializing in integrating physical products with digital content. Profitable in its first year. Acquired by ErgonomiDesign in January 2004.
- Designed 2nd-generation e-pen for Anoto, e-learning client for M2S, 3D game elements for DICE and a suite of web sites and customized publishing tools for computer game producer PAN Interactive.

Designer, Ross Lovegrove Studio *London, United Kingdom, 1998.06-1999-97*

- Researched, designed and developed concepts of iconic products and interiors for a range of diverse projects including an A380 interior for Airbus, an office furniture system for Herman Miller and spectacles and accessories for Tag Heuer.

Junior designer, ErgonomiDesign *Stockholm, Sweden, 1994.08-1995.08*

- Learned the fundamentals of human-centered design and the operations of a design firm at leading European consultancy.

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EDUCATION

Master of Design Methods (MDM) Institute of Design, Chicago, USA 2005.
Hybrid design and business degree focused on effective tools and processes for repeatable innovation.

Certificate in Marketing Communication, Berghs SOC, Stockholm, Sweden 2001.
Half-year part-time professional program with coursework in branding, marketing and market communication

Bachelor of Fine Arts (BFA) Industrial design, Konstfack University, Stockholm, Sweden 1998.
Coursework in trend research, prototyping, product semiotics, manufacturing methods and materials.

ADDITIONAL

EU citizenship, US work visa. Speaks and writes fluent English and Swedish.

REFERENCES

Available on request.

Career Timeline

