


# Moa Bogren

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## Experience

**SBAB (Employed, 2022 - current)**

Title: Head of UX

Leading UX team, strategy, management ...so on

**Voi Technology (Employed, 2022 - 2022, 4 month)**

Title: User insights manager – 4 month

Leading a data and user research team also conducting my own research

**SBAB (Employed, 2017 - 2022)**

Head of user researcher

Concept, strategy, prototyping, usability testing, coaching, analysis data gathering and analysis

**River a part of Intellect group (Employed, 2016 - 2017)**

Clients: Systembolaget, Electrolux, Zmarta, Nike

User Researcher

**ISPY Group (Consultant, 2015 - 2016)**

Clients: Nymans Ur, Vin & Matguiden, PrimeWine (Solera, Vinston), Code Concept and so on.

Front End Developer, UX designer/User Researcher

**Friluftslund AB (Consultant, 2014 - 2015)**

Web coordinator, AD/Copy digital and print, Digital Content Management

**Vapoteket (Consultant, 2014)**

Web Producer, Technical Consultant

DigitalServices INGO Part of WPP, Ogilvy Grey (2013 - 2015)

Clients: AstraZeneca, IBM, Emirates, Amex, OKQ8

Front End Developer, Web Content Management, Junior Production Leader

Watchus (own company, 2013 - Current)

UX designer/User Researcher

Xponent (2010 - 2015)

Web Producer

Stjärnumakarna AB (2009 - 2014)

Web Director , Content Manager, Web Producer, Pr and Marketing/IT Assistant

### **Speaks and conferences**

Bina ICEM summit - [see the speak here](#)

SXC2021 STHLM xperience: [link to talk](#)

Lecture in UX for Miami Ad school 2015 and 2016

### **Education**

**Södertörn (2019 - 2021)** - executed at the same time I worked full time at SBAB  
User Experience and Interactive Media Design, Master's Programme | 120.0 hp

#### **Courses**

Interactive Media Design 15 credits, Design theory and methods 7,5 credits, User experience and user research I 7,5 credits, Critical design 7,5 credits, User experience and user research II 7,5 credits, Advanced project work 15 credits, AI and machine learning for user experience design, Game design research, Specialisation in user experience and interactive media design, advanced visualisation, Master's dissertation in media technology 30 cred

### **Stockholms University/Department of Computer and System Science Bachelor's degree in Interaction Design**

Badge HTML5/CSS (2014)

#### **Courses**

Participatory Design, Cognitive Psychology, HCI, Iterative processes, Requirements Engineering processes (RUP, Viewpoint, BMM, Agile), Prototyping, Project Management, Behavioural and Social Science, Evaluation Methods (Heuristics and such), Content Management, SEO, visual studies, Programming (Python), Web Programming (HTML5, CSS3, Javascript), Advanced HCI, Scientific Methods, Server Programming (PHP, SQL, MySQL)