

ELLEN PETTERSSON

PROFILE

Ellen drives digital projects and processes forward. She identifies the needs, problem areas and explores paths to turn problems into opportunities and solutions. She is independent yet has a team oriented approach and is highly appreciated for her ability to make things happen as well as drive design and process understanding. Ellens passion is to develop customer centric products and services that delivers value and recently she top up her skills at Hyper Island.

Expertise in utilizing design thinking and service design tools and processes for designing relevant customer centric digital services and organizations from the outside in. She has experience in value proposition, mission statement, MVP, Business Model Canvas, Digital Transformation, Personas, User Journeys, Agile etc. Ellen is a communicative, result oriented coordinator and project/process leader.

EXPERIENCE

2016 jan - 2016 dec
History Hack - Project Management
Process/Marketing

2015 jan - 2015 may
Britny Digital Strategy Agency

2015 sep - 2016 june
TechSoup - Communication Manager

2011 nov -2013 june
Digidel (The Internet foundation) Communication Manager/Webb-coordinator/Event Project manager

2008 august - 2011 nov
AV Media Trelleborg - ICT/Media Educator & Digital transformation, project manager and communicator

EDUCATION

2013 -2015 Hyper Island - Digital Media Creative

2001-2005 Malmö University - Bachelors Degree in Media & Communication

SKILLS

Design Thinking & Service design
Ideation and concept development
Team development & Co-creation
Designing and facilitating workshops
Visual Design, User Experience
Persona & Customer Journey Mapping
Agile & Lean
Qualitative research

INDUSTRY

IT & telekom
Start-up
Media
Education

LAUNGAGES

Swedish – native
English – fluent
Danish/ Norwegian - intermediate

RELEVANT PROJECTS

RepMate: Winner of Seedhack IoT 2015 and project/process management for the presentation of the RepMate

mobile app, tracking your functional training workouts efficiently. Took the initial idea to pitch for global investors in 4 months.

History Hack: Project management for History Hack, a hackathon with the aim to bring different industries together to innovate how to tell stories with future technologies in short time with creative design processes.

Tech Open Air Berlin Satellite events: Workshops about team, customer centricity, idea and concept development with sponsors such as Podio, Hyper Island and Wired Germany.

Hyper Island: Numerous of school projects based on a user-centered perspective where creative design processes were used to solve problems and develop digital solutions for various clients. Focus on project/process lead, research, establishing personas, user journeys, ideation, concept development, process development and creative design process, design thinking, user centricity, co-creation prototyping, wire-framing and testing, etc.

Pernod Ricard: Internal project for Pernod Ricard, concept development based on storytelling, extensive Customer Journey Mapping and user tests to further identify behaviors and key moments.

Head of communication: Responsible for communication and marketing of digital platforms. Work also included development and refinement of target groups in different language versions within different industries (private, official, non-profit) and lead of web development.

For Swedish ICT and media: Conducted qualitative studies to learn about customer needs. Created course offerings based on open inquiries of needs, identified user problems that need solving, training needs, needs of new technology and decision support for politicians.