

Sebastian Beverloo

User Experience Designer,
Researcher & Writer

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Summary

UX designer with a skill for aligning strategic business goals with actual, validated user needs. I am all about designing digital solutions that make a difference, **solving real user problems**, and bridging the gap between the users' jobs to be done and your company's vision. My job is to find the right users, identify their needs, and adapt the product to those needs.

With my solid education—a **UX Design Degree** and a **Master's in Aesthetic Disciplines**—my design approach is realistic and data-driven. I don't work with assumptions—I am the voice of the user in all decisions. My design decisions originate in qualitative and/or quantitative user input, whenever possible.

Altogether I have **three years of experience in product design**—spanning both corporate environments and start-ups—along with the **two-year industry-based UX Design education**, which included two rounds of rewarding internships. I'm deeply interested in emerging technologies such as AI, AR, and spatial computing—but even more so in how we use them to build a sustainable future. Ultimately, as a humanist, my focus isn't on the technology itself, but on the person using it—the human.

Sebastian Beverloo—*making things usable, making usable things.*

Key Skills

- **User Research & Insights:** Proficient in both qualitative and quantitative research methods, including usability testing and data analysis (Google Analytics, Hotjar).
- **AI & AR:** Immersive design for spatial experiences, AR/VR/XR, incorporating AI to solve user problems. Deep understanding of AI mechanics (RAG, ML, semantic data).
- **Figma:** Advanced skills and pedantic organization of variables, components and assets.
- **Adobe CS:** Skilled in Photoshop and Illustrator. Familiar with After Effects and Premiere Pro.
- **Full UX Ownership:** Managing the complete UX process—from user research to final UI prototyping and testing—basing each iteration on validated user needs.
- **Collaboration:** Extensive experience working in agile environments (Scrum, SAFe) internationally in cross-functional teams, including China, Hungary and Germany.
- **WCAG/W3C:** Passionate about inclusive design and UX copy. Providing accessibility for everyone, in all environments.
- **Frontend:** Experienced web-designer with skills in HTML, CSS, CMS. Knowledge of Javascript.
- **Design Systems:** Developing new, scalable design systems, working with award-winning systems such as Ericsson Design System (EDS), Handelsbanken Design System (HDS).

Work Experience

Ericsson via Aleido - Dual role: UX Designer & Technical Communicator

Jul 2023 - Nov 2024

Global leader in 5G telecom and AI

- As UX Designer, I contributed with UX design perspectives to a **research project studying and improving machine readability** for operating instructions (OPIs). The project investigated whether an autonomous system could be designed to resolve simple alarms by following the technical documentation. I gained practical insight into machine readability and the role of UX in automation—when the user is a machine.
- Researched and **designed an AR headset concept** to assist field technicians working in low-accessibility environments, delivering contextual information through AI-powered visual overlays. Defined core use cases, user flows, and AI-powered visual interface elements for a multi-modal, hands-free, voice-driven user experience.
- Designed an **educational chatbot platform for internal e-learning** at Aleido, building an inspiring learning environment centered around a proprietary knowledge base with an attached RAG-powered generative AI agent (LLM) to assist with explanations, answer questions, simplify, sum up, and so on. Conducted extensive user research, profiling, and usability testing as part of this project.
- Partook in several optimization projects, where I **analyzed internal workflows** and identified bottlenecks in the production of technical information. Contributed to **system redesigns** and platform switching, effectively cutting production costs by smoothing out wrinkles in the user journey.
- Worked extensively with Ericsson's award-winning **design system** (EDS).
- As Technical Communicator, I produced and reviewed **topic-based technical UX writing**. The role involved interviewing subject matter experts and working within the DITA CCMS platform for dynamic release management.
- Collaborated within an internationally distributed, **async-first team** with members spread out across China, Hungary, Germany, Poland, and Sweden.

Digital Neighborhood Watch - UX/UI Designer

May 2021 - Jun 2023

Early-stage community safety startup

- Contributed with **UX and UI design** in a startup envisioning neighborhood safety provided through wearable tech and smart home integration.
- Conducted **user research** to explore user needs and sentiments related to home safety, neighborhood trust, and community coordination.
- Built a **modular design system** with scalability in mind, to harmonize UX across interfaces.
- Created **early pitch and go-to-market materials**. The project concluded at prototype stage due to funding constraints.

Private Tutor - Remedial Tutor, Study Coach & Piano Teacher

2010 - 2022

Freelance

- Ran a steady tutoring business, **tailoring personal learning experiences** to meet the specific needs of each student, demonstrating organizational skills, independence, and ability to create personalized, user-centered approaches that fostered student growth and engagement.

Internships

Interesting Times Gang – UX, UI and Game Sound Designer

Feb 2022 – May 2022

Circular innovation studio finding new life for spent materials

- Designed and developed an educational game with **Unreal Engine** for the NGO Keep Sweden Tidy (*Håll Sverige Rent*), showcased at the UN Ocean Conference 2022 in Lisbon, focusing on sustainability and climate awareness through interactive learning.
- Utilized AI-generated faces and voices, enhancing the **immersive storytelling experience**.

Handelsbanken – UX Designer

Sep 2021 – Dec 2021

The largest product company in Sweden

- Designed internal tools for case management in a **SAFe-agile environment**, improving usability and efficiency for professional users.
- Conducted **extensive user testing** and presented insights that led to iterative improvements.
- Worked extensively with Handelsbanken's **Design System** (HDS), recognized for their high standard in usability and innovation.

Education

Stockholm Institute of Technology

400 yhp, 2 years

Higher Vocational Degree in **UX Design**

Stockholm University

120 hp / ECTS

Master's Degree in **Aesthetic Disciplines**

Stockholm University

90 hp / ECTS

Bachelor's Degree in **Musicology**

SAE Institute

18 months

Diploma in **Audio Production**

Poppius School of Journalism

6 months

Certificate in Practical **Journalism**

Languages

- **Swedish** (Native)
- **English** (Business, technical, academic)
- **Japanese** (Rusty)