Henrik Skogström

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For 15 years, I've turned ideas from whiteboard doodles into products that drive results. I've worked with killer teams to build products people love, and created strategies to get them in front of the right audience.

Design Skills

UX/UI Design

Interaction Design

Prototyping   Wireframing

Design Systems

Product & Growth Skills

Product Strategy

Go-To-Market Strategy

Roadmapping & Priorization

Content Marketing

Agile & Lean

Tools & Technologies

Figma   Adobe Suite

HTML/CSS   SQL   Tailwind

NextJS

skgstrm.com

Antler Bio (Contract)   Remote / '24 – Current

Lead Designer

- Led the design of the EpiHerd platform. The platform visualizes RNA tests to dairy farmers in a simple way to help them improve animal welfare.
- Built paper prototypes to test concepts before implementation and conducted user interviews.

Valohai   Helsinki / '20 – '24

Head of Product

- Defined the roadmap with a focus on product-led growth.
- Launched product features to improve new user experience, including a new trial flow and Valohai ecosystem for integrations.

Head of Growth

- Led a team of 4 to build a consistent marketing funnel that helped us triple our revenue and pass $1M in ARR in 2021.
- Produced expert content that has been downloaded over 15K times.

Primary.Health (Contract)   Remote / '20 – '21

Product Designer

- Helped Primary's product team design and launch a simplified user interface that helped their platform scale to over 10K locations.

Quest Analytics   San Francisco / '18 – '20

Creative Director & Product Manager

- Led the design of our provider product and defined the roadmap for it.
- Designed new features to the health plan product.
- Oversaw the implementation of the new brand to existing products.

BetterDoctor   San Francisco / '16 – '19

Product Designer

- Designed a data verification application used by over 100K providers across the US to keep their information up-to-date.
- Designed business intelligence dashboards for operations and reporting.
- Designed and developed BetterDoctor's website.

Vaadin   Turku / '14 – '16

UX Designer

- Redesigned the Vaadin add-on directory, blog and other website features.
- Worked with teams to design and launch their offerings on Vaadin.com

Anders Innovations   Turku / '09 – '12, '13

Designer, Partner

- Worked directly with clients on different design projects.
- Designed user interfaces for several products, including an invoicing application used by SMEs across Finland and later sold to Visma.