Sigrun Halldórsdóttir Principal Interaction Designer

Gothenburg, Sweden · sigrun.halldorsdottir@gmail.com · +46 31 555 0194 · linkedin.com/in/sigrunhalldorsdottir

PROFILE SUMMARY

- **Principal Interaction Designer** with **13 years** in automotive HMI, working on the in-car interaction model of an electric car brand sold in Europe, North America and Asia Pacific.
- Prototypes in **ProtoPie** wired to vehicle signals, **Figma** and **Unity**, tests in a driving simulator, and specifies motion in **Rive** for the center and driver displays.
- Deep in **multimodal input** (touch, voice, steering wheel controls), **glanceable feedback** and **driver distraction testing**, working within NHTSA and Euro NCAP guidance.
- Works with HMI software, voice and functional safety engineers and the brand design team, and represents interaction design in vehicle program reviews.
- Mentors **4 senior designers** and runs a fortnightly interaction review across 3 HMI teams.

TECHNICAL SKILLS

Prototyping & Design Tools:	ProtoPie, Figma, Unity, Smart Animate
Motion & Animation Tools:	Rive, After Effects, Easing curves, Spring animations
Flow Mapping & Information Architecture:	Journey maps, User flows, Miro
Usability Research Tools:	Driving simulator studies, Occlusion testing, Dovetail, System Usability Scale
Accessibility & Assistive Tech:	WCAG 2.2 AA, TalkBack, Reduced motion, Large touch targets
Platform Guidelines & Front-End:	Android Automotive OS, Material 3, NHTSA distraction guidelines
Handoff & Product Analytics:	Figma Dev Mode, Jira, Confluence

EDUCATION

Chalmers University of Technology — **M.Sc. in Interaction Design and Technologies** — Gothenburg, Sweden · Aug 2011 to Jun 2013

Reykjavik University — **B.Sc. in Computer Science** — Reykjavik, Iceland · Aug 2008 to Jun 2011

WORK EXPERIENCE

Polestar — **Principal Interaction Designer** — Gothenburg, Sweden · Mar 2018 to Present

- Led the voice and touch interaction model for climate, media and navigation on Android Automotive, with Google Assistant commands for each task, cutting average task time in simulator tests by **29%**.
- Mapped **60+** driver and passenger journeys, from unlocking with a phone key to charging stops on long trips, to decide which tasks stay on the center display and which move to voice.
- Set up glance-time testing with occlusion goggles and a driving simulator, and brought every shipped interaction under the **2-second** single-glance limit in NHTSA's guidelines.
- Defined sound, haptic and visual feedback rules for warnings, confirmations and errors on both displays, cutting repeated voice commands in drive tests by **35%**.
- Wrote the interaction spec format the HMI teams hand off with, state charts and Rive files included, cutting HMI defects found after code freeze by **40%**.

Semcon — **Interaction Designer, HMI** — Gothenburg, Sweden · Aug 2013 to Feb 2018

- Built Unity and Qt prototypes of infotainment and driver displays for **4** carmaker clients, run on hardware rigs in customer clinics.
- Designed the motion language for a client's digital instrument cluster, **48 transitions** kept under 300 ms so the driver never waits on an animation.
- Added larger touch targets, a high-contrast mode and voice alternatives to a truck display, raising task success for drivers over 60 from 70% to **91%**.