# Tobias Lindqvist Senior UX/UI Designer

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## PROFILE SUMMARY

- **Senior UX/UI Designer** with **8 years** in B2B SaaS, designing the fleet dashboard and the operator mobile app of an equipment telematics platform for construction and rental companies.
- Designs in **Figma** with variables and Auto Layout, prototypes in **ProtoPie**, tests with **UserTesting**, and hands off against the **Storybook** components the front-end team builds.
- Strongest in **dense data screens**, **responsive dashboards that hold up on a site tablet** and **accessible tables, charts and alerts**.
- Works with 2 PMs and 11 engineers across web and mobile, and joins customer site visits with the research team to watch operators use the app on the job.
- Mentors 2 junior designers on layout and critique, and leads the monthly review of new patterns before they go into the shared Figma library.

## TECHNICAL SKILLS

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| **UI Design Tools:** | Figma, Auto Layout, Figma Variables, FigJam |
| **Prototyping Tools:** | ProtoPie, Figma prototyping |
| **Visual Design Foundations:** | Layout grids, Typography, Data visualization, Dark mode |
| **Responsive & Platform Guidelines:** | Responsive design, Material 3, Apple Human Interface Guidelines, Touch targets |
| **Design Systems & Components:** | Component libraries, Design tokens, Storybook |
| **Accessibility Standards & Tools:** | WCAG 2.2 AA, Stark, axe DevTools, Color contrast |
| **Testing & Handoff Tools:** | UserTesting, Hotjar, Figma Dev Mode, Jira |

## EDUCATION

**Aarhus University** — **M.Sc. in Information Studies** — Aarhus, Denmark · Sep 2016 to Jun 2018

**Nielsen Norman Group** — **UX Certification, Interaction Design specialty** — Remote · Oct 2021

## WORK EXPERIENCE

**Trackunit** — **Senior UX/UI Designer** — Aalborg, Denmark · Mar 2021 to Present

- Redesigned the fleet overview dashboard with a clearer type scale, status colors that stay readable on every map layer and a 12-column grid, cutting the time to find an idle machine from **40 to 15 seconds** in tests.
- Rebuilt the operator app's pre-start checklist for phones and rugged tablets, with 56-pixel touch targets for gloved hands, raising completed daily checks from **64% to 88%**.
- Added **22** data components to the shared Figma library with the design system team, including sortable tables, machine status tags and alert banners, each matched to a Storybook component.
- Took the web dashboard to WCAG 2.2 AA across **6** core areas, fixing chart colors, keyboard focus and table labels, which cleared an enterprise rental customer's accessibility review.
- Ran 18 moderated UserTesting sessions with fleet managers on the new alerts page, and cut the steps to silence a false alarm from **5 to 2** before release.

**Siteimprove** — **UX/UI Designer** — Copenhagen, Denmark · Aug 2018 to Feb 2021

- Wireframed the new reporting area of the web accessibility platform with the PM and 4 engineers, mapping all **30** screens before visual design started.
- Built high-fidelity mockups and a clickable Figma prototype of the issue detail page, which the sales team showed in **40+** customer demos before the feature was built.
- Wrote handoff specs and annotations for every new screen, and ran design QA with the front-end team, cutting UI fixes after release by **30%**.