



# Sigurður Jósúason

Visionary creative leader  
born and raised in Iceland.

A powerful and thoughtful leader who uses strategy and vision to motivate. Working at all levels of design direction from advertising and brand design to service and product design for global brands based in Sweden. I'm an inspirational leader and communicator with family and team values.

Strong Scandinavian design heritage after eight years at Forsman & Bodenfors final arts department working with some of the worlds best creative minds. Adaptive in designing, directing and delivering under pressure with strict corporate brand rules and guidelines. Expertise in design for future user experiences in all product creation cores including strategy, technology, data and analytics and media.

Coworkers have commended on my positive personality and I'm in a position in life where my career is the main attention. With my design experience I also bring family values after 24 years of fatherhood with now four grown individuals. Proven motivational leader from 25 years of incredible team experiences at national and global events.

Elated to be part of creating for a designed sustainable future. Thank you in advance for your consideration.

Sincerely  
Sigurður Jósúason

## SELECTED CLIENTS



## AREAS OF EXPERTISE

Digital Design  
Brand Design  
Design Direction

UX Design  
Service Design  
Product Design

## THE CAREER

**Berge / Caterpillar Marine**  
Principal Designer  
2022 – present

Strategic user experience design for a global brand.  
Created UX strategy documents, wireframes, prototypes for desired usability of future GUIs and user journeys.

**Volvo Cars**  
Lead UX Designer  
2020 – 2021

Strategic user experience design for a global automotive brand.  
Created UX strategy documents, wireframes, prototypes for desired usability of future trends and user insights from researchers & user journeys.  
Supplied development departments with design lead in third party implementation for current models.

**DB Schenker**  
Corporate Identity Manager  
2019

Introducing design systems and user focused design thinking to a global logistics company based around the solution. Design lead and final art on all corporate designed marketing deliverables, activities and events.

**SEO Design**  
Art Director  
2016 – 2018

Lead a team of designers and developers in concept, Art direction and production in corporate communication. Applying design principles and human values to a data-driven tech solutions.

**Forsman & Bodenfors**  
Digital Creative  
2007 – 2015

Design and Final Art direction in advertising, animation, digital and print productions. Clients include Volvo, IKEA, Tele2, Systembolaget, Apoteket.

**Dragster**  
Art Director  
2006

Design and Art direction in advertising, digital and print productions. Clients include Göteborg Stad, Taxi Göteborg and Västtrafik.

**Jet Set Magazine**  
Art Director  
2005

Art direction and production for a monthly magazine. Recruited, managed and guided contractors.

## COACHING

Head Coach / Göteborg Marvels / 2003\*, 2007– 2009, 2016 – 2019  
Coach / Swedish National Team 2008 – 2009  
Finalist for "Coach of the year in Sweden" / 2008, 2018

## EDUCATION & LANGUAGES

Icelandic – Mother tongue  
Swedish – Fluent  
English – Fluent  
Spanish – Speaking only

**Chalmers / Viktoria Institute KY**  
BA Graphic design and Web architecture / 2002 – 2004

**Blekinge Technical University**  
Java programming & animation / 2001

**Glendale University**  
Computer Science / 1996 – 1997