



AZAD  
SALEH

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 [Check Out My Website](#)

## ABOUT ME

- Committed collaborator with over a decade of experience in digital design & agile product development.
- Leading, coaching, and hands-on roles in diverse projects.
- Compassionate: Focused on fostering collaboration, improvement and a positive work environment.
- Enthusiastic about integration of latest tech in order to boost business values with the ambition to increase ROI.
- Motivated by achieving organisational goals through knowledge sharing and adaptation.

## DRIVER'S LICENSE

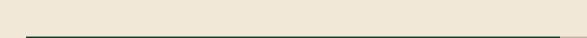
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## LANGUAGES

SWEDISH



ENGLISH



KURDISH



## REFERENCES



Lotta Quist  
Advisor in Design & UX -  
Knightec  
Lotta.Quest@knightec.se  
070 628 13 40



Marvin Shillingford  
UX Design Specialist -  
Volvo Group  
marvinshillingford@gmail.com  
073 853 62 96

## HOBBIES

- Spending quality time with family.
- Meeting & getting to know people
- Fishing.

## WORK EXPERIENCE - 12 years

### Product Owner

Gothenburg, Sweden  
May 2024 - Present



### Lyntra AB

Founder of Lyntra AB since January 2024, specializing in data-driven UX design, AI-powered creative solutions, and Agile leadership roles such as Scrum Master and Product Owner.

### Senior UX Designer

Gothenburg, Sweden  
Feb 2023 - Mar 2024



### Ericsson

Responsible for the digitalisation and user experience of EPG that enables companies to control all aspects of their private mobile networks. Developing internal components based on EDS (Ericsson Design System) and collaborating with sales and support to identify customer needs and value-added strategies.

### Senior UX Designer

Gothenburg, Sweden  
Sep 2022 - Feb 2023



### Navico

Strategically led the vision and designed the user experience for the smart lighting system on the NSX boat display in SIMRAD's embedded system. Collaborated with multiple stakeholders, including product owners, developers, testers, and directors.

### Senior UX Designer

Gothenburg, Sweden  
Apr 2020 - Sep 2022



### Volvo Group

Involved in multiple digitalisation projects, including leading the UX work for Volvo Construction Equipment's customer portal. I created a roadmap, broke down tasks, and conducted several workshops to create cohesion and shared understanding within the team before starting the work. This contributed to our goal of creating a consistent user experience that matched other company portals under the same brand. Another example was when I led the user experience for the interface of Volvo's compact electric excavators. We examined the entire customer journey, identified pain points in the customer's journey, conducted user tests, and collaborated with stakeholders from other departments in the company to meet customer needs.

### Senior UX Designer

Gothenburg, Sweden  
May 2017 - Apr 2020



### Quality Think

Quality Think is a consulting firm that helps clients with UX and development services. Here, I was involved in exciting projects at Volvo Construction Equipment where I held leadership roles in design and development. The projects included the creation of user-centred machine and control systems for "emission-free" quarries, interfaces for compact excavators, HMI in dumpers, and Volvo Co-Pilot (an interactive touch screen focusing on safety and work functions). I also collaborated with LEGO to storyboard the marketing material for the autonomous wheel loader ZEUX. These projects have broadened my experience and given me the opportunity to work with innovative solutions in the automotive industry.

### Interaction Designer

Gothenburg, Sweden  
Dec 2013 - May 2017



### Cliff Design

I worked at Cliff Design (a design consulting firm) at the client Volvo Trucks in Gothenburg. Primarily, I was involved in two projects:

- Creating UX and interaction design for a new HMI platform for the truck models Volvo FH, Volvo FH16, Volvo FM, and Volvo FMX, with a focus on UX research, wireframes, and graphics.
- Developing a new HMI platform for the Japanese truck Quon at UD Trucks, with responsibilities including wireframes, icon management, graphics, and physical control design.

### Master Thesis Student

Gothenburg, Sweden  
Jan 2013 - Sep 2013



### Volvo IT

Research work at Volvo IT, where my colleague and I investigated how to build trust and respect in global teams collaborating digitally without ever meeting face to face. I utilised research within 'human-centred design' as part of my masters degree (M.Sc.) in Interaction Design and Technology at Chalmers University of Technology.

## EDUCATION

### Interaction Design Student (MSc)

Gothenburg, Sweden  
Sep 2011 - Sep 2013

### Chalmers

After graduation, I gained knowledge in designing interactive digital products, systems, and services. The program was offered by the Department of Interaction Design at the Department of Applied IT and involved close collaboration with Volvo AB.

Courses taken:  
Master Thesis, Digital Movie Making, Interaction Design Methodology, Prototyping in Interaction Design, Tangible Interaction, The Augmented Body, Aesthetics of Interaction, Methods of Interaction Analysis, Advanced Form Design, Graphical Interfaces, Interaction Design Project & Fiction for Engineers

### Postgraduate Diploma student (PG Dip)

Larnaca, Cyprus  
Sep 2010 - May 2011



### Cyprus College of Art

Studies and marketing of Art Work exhibited at art exhibitions.

### Industrial Design & Technology student (Bsc)

West London, England  
Sep 2006 - Sep 2010



### Brunel University

After graduation, I acquired design and engineering skills and learned to work with various tools: Pro Engineer, Alias, SolidWorks, and Adobe Master Collection (Photoshop, Illustrator, Flash, Fireworks, and InDesign). Additionally, I learned to meticulously use the design process, define and plan projects, allocate responsibilities, and set up schedules.

Courses taken:  
Contextual Design, Environmentally Sensitive Design, Innovation Management, Human Factors, Applications through Design, Design for Manufacture, Systems Design, Graphic Communication, Design Process, Electronics, Programming and Interfacing, Technological Design Evolution, Foundation of Electronics, Design Modelling Workshop, Major Project.

## CERTIFICATES

### Jira Fundam. Badge

Remote/Online  
Completed Jan 2024



### Atlassian University

Earned the Jira Fundamentals Badge, showcasing expertise in essential Jira concepts and practices.

### 101087: Teamleader

Gothenburg, Sweden  
Completed Aug 2022



### Volvo University

Completed training where I learned the following areas:

- Communication for results
- Feedback
- Motivation & coaching
- Driving change
- Team development

### Advanced Mgmt. Training

Remote/Online  
Completed Nov 2022



### Eazl

After completing the training, I acquired the following skills and knowledge:

- Strategic thinking and planning
- Leadership development and team management
- Project management and project control
- Organizational design and change management
- Business analysis and decision-making
- Marketing and brand strategies
- Financial understanding and financial analysis
- Innovation management and creative problem-solving
- Communication and presentation skills
- Effective time and resource management
- Conflict management and handling difficult situations
- Ethics and corporate social responsibility
- Adaptation to digital transformation and the role of technology in leadership
- Management of global and multinational teams
- Customer relationships and customer service strategies
- Effective collaboration and teamwork
- Development of sustainable and long-term business strategies

### The Role of a Manager

Remote/Online  
Completed Nov 2022



### Elerno

Completed training where I learned the following areas:

- Gained insights into my managerial/leadership style and traits.

• How to create a strong corporate culture.

• Understand and implement effective communication with employees.

• Develop the competencies required for the role of a manager.

• Clarify the goals and ambitions as a manager.

• Self-assessment of the competencies required to perform the role.

• Utilise tools to balance structure and culture.

• Adapt communication to align teams toward the same vision.

### Elements of AI

Remote/Online  
Completed Aug 2019



### Helsingfors University

AI course by the University of Helsinki in collaboration with MinnaLearn.

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