

FREDRIK AARO

DESIGNER/RESEARCHER

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Please reach out for references!

EDUCATION

2012 - 2015

Umeå Institute of Design
Master **Transportation Design**

2009 - 2012

Umeå Institute of Design
Bachelor **Industrial Design**

2004 - 2006

Luleå Technical University
Courses **Design Communication**

IRL + Remote **SKILLS**

Design Research

User research • Field research • Interviews/Surveys
Future/Forecasting • Trend research • Workshop facilitation
Stakeholder interviews & moderating expert roundtables

Service- & Strategic Design

Journey mapping & user flows • Service blueprints
Persona- & Archetype creation • Cultural probes
Value propositions • SWOT • Heuristic audit

UX & Visualization

Wireframing • Prototyping • Industrial design sketching
Illustration • Storyboarding • UI design • Movie making

Special & Soft skills

Experience in diverse design roles • Excellent
illustrator/storyboarder • Good with complicated stakeholders
Experienced workshop facilitator • Always user-oriented
Experience with both agency & corporate • Lifelong learner

PASSIONS

Form in general, car design in particular ←
Game design, and gamifying experiences ←
The future (*trends, sci-fi, new tech, etc.*) ←
Running, snowboarding, hiking ←
Cooking and traveling ←
Retired metal drummer ←

ABOUT

I'm Fredrik, a Swedish interdisciplinary Designer, currently working with conceptual experiences and strategy for a wide range of clients at Spark Reply in Munich.

I have a strong drive to make the future approachable today with the help of visionary design.

By leveraging insights about people and our world, I strive for my work to always be relevant, and to reach meaningful impact.

WORK EXPERIENCE

2020 - Present

Spark Reply • Senior Design Consulting

- Concepts for the future of home entertainment for a global Tech company
- Digital CX Strategy for a multinational wholesaler
- UX Concept for UAE mobile services marketplace *Aladdin*: Redesigning the online experience
- UX/Service design for global mobility OEM

2019 - 2020

BMW Design Communication • AD, Design Research

- Art directing a tradeshow & movie
- Educating internal marketing & communication teams on esports

2017 - 2019

BMW Design Context • Project Lead, Design Research

- Project leading field research in Shanghai on *Multimodal Interactions*
- Core member of *Trendspotting* team: Synthesizing "signals" & turning insights into *Opportunities for Mobility*
- Global research on *The Future of Work* for executive-range mobility
- *Intelligent Personal Assistant*: Concepts for the character of the IPA

2015 - 2017

BMW Design Strategy • Industrial Design, Service Design

- Core member of *The Interior of the Future*: An initiative for developing future mobility interiors. Activities included: Mapping user journeys • Aligning stakeholders • Tech Scouting • AD & Storyboarding • Experience Design • Workshop Facilitation
- Co-designing two future car concepts (*industrial design*)
- Developing *characters* (*strategic product positioning*) for upcoming cars

2014 - 2015

BMW Design Context • Internship & Master Thesis

- Master thesis *The Joy of Riding*: Design fiction on our relationship with the autonomous sports car of the future
- Design internship Trend & Design research • Personal interior/UX project *The 30 Minute Owner*, on short term mobility ownership

2006 - 2012

Innovationspiloterna • Innovation Consulting

Design Västerbotten • Student Design

Atlas Copco • Industrial Design internship

Lundström Aaro • Graphic Design & Communication