

## MORE ABOUT ME

Max is a product designer, not only well versed in the visual aspects of the word - but also in the wider methodological sense. Having spent 13 years studying and working with product development he has a very clear-eyed understanding of what drives customer and user needs as well as how to with finesse create and package product value into something that works.

## GET IN TOUCH

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## MY SKILLS & ABILITIES

- Prototyping (Figma, Proto.io, inVision, Catia, Keyshot)
- Methodology (Design thinking, Agile, Lean, DPD, Jira)
- Service focused (Service design, digital products)
- Business savvy (organizational experience, entrepreneurial, market analysis)
- Analytical (data analysis, abstract thinker, Tableau, Excel, database building)
- Holistic perspective (I think this is essential for understanding the product fully)

## INTERESTS & HOBBIES

An old passion for everything digital. Sees the world in color and form. Ocean lover and traveller. Resident in co-living tech entrepreneur collective K9 in Stockholm. Interest in language, psychology, philosophy, history.

*I'm also a music lover!*



TAKE A LOOK AT MY WACKY PORTFOLIO AT

**www.**  
**maxytterberg.com**

## PREVIOUS PROJECTS

### Infotiv Information and Design AB

Consultant | August 2016 - Now

- Many different projects and assignments within information design, internal work processes, market research, e-learning course production, product information.

### SL Strategic Development

Project member | Nov 2017

- Concept development project for the future Stockholm metro. Production of a concept of operations (ConOps) for the whole metro system in a 2030-2050 year perspective.

## PREVIOUS EDUCATION

### Halmstad University

Product Development

Bachelor of Science in Innovation Engineering

- Scholarship, best examination project at university 1st prize
- Scholarship, for business creation, personal diploma (Sparbankstiftelsen Kronan)
- Scholarship, best business development project
- Programme award, best entrepreneur education in Sweden
- Programme award, best programme in business cooperation
- Prize for best stand at innovation fair
- Eligible for project leadership certificate (IPMA Level D)

### Thorildsplans Gymnasium

Design and Product Development

Technical programme

- Design
- Business
- 3d-modelling
- Consumer behaviour
- Project management

# MAX YTTERBERG

"I HAVE ALWAYS SEEN YOU AS A 21<sup>st</sup> CENTURY INVENTOR"

- MY SISTER