



# Stefan Twerdochlib

Principal Product Designer

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twerdochlib.com

## Professional experience

### Principal Product Designer

07.2024 – Present

Electrolux – Stockholm, Sweden

- Driving design innovation and business growth through user-centered design solutions across mobile and web platforms
- Led Consumer Direct Interaction (CDI) team implementation of personalized e-commerce experience generating 10M SEK in revenue through data-driven personalization strategies
- Developed custom Figma plugins and automation tools that reduced design workflows from days to hours, significantly increasing team productivity and design consistency
- Currently spearheading AI-powered design initiatives to enhance app experiences, leveraging machine learning for user personalization and predictive UX patterns

### Design Lead

06.2022 – 06.2024

Wolt – Stockholm, Sweden

- Spearheaded the research, visual, and user experience strategies across an omni-channel experience, focusing on supporting new programs (like AI and LLMs) through team leadership in problem framing, design planning, and research
- Led a team of designers in developing an in-house support tooling ecosystem, establishing effective rituals, workflows, and design critiques to maintain high-quality output
- Successfully delivered self-service automation designs, resulting in significant cost savings of €3.2 million annually in support costs

### Principal Product Designer

02.2021 – 06.2022

Werlabs – Stockholm, Sweden

- Led the research, visual and user experience strategies across an omni channel experience, supporting emergent programs by leading and coaching teams on problem framing, design planning, design research, and design sprints
- Worked closely with leadership to deliver and implement a workflow for vaccinating 500,000+ people across Sweden and increasing NPS score from 40 to 65
- Delivered B2C and B2B experiences directly benefiting the company by reducing call volumes by 15%, increasing customer and employee satisfaction

### Lead Product Designer

08.2018 – 02.2021

H&M – Stockholm, Sweden

- Coordinated cross-functional collaboration within the UX department, introducing Design Sprints that reduced pre-study phases from 3 months to 4 days and implementing Story Mapping for product strategy and MVP thinking
- Implemented new tooling to accelerate the UX process of designing, testing, hand-off, and documentation, saving the company 3.7 million SEK in the first year
- Crafted a headless Design System for all H&M group brands, creating design principles, reusable components, and patterns, projected to save the company 18 million SEK annually

### Senior Product Designer

05.2017 – 08.2018

Loblaws Digital – Toronto, Ontario, Canada

- Designed end-to-end user experience for national pharmaceutical website and digital/physical touchpoints
- Implemented Design Sprint methodology and created industry-agnostic headless Design System

### UX/ UI Designer

02.2015 – 05.2017

TELUS Digital – Toronto, Ontario, Canada

- Optimized mobility product page experience to increase conversion rates through quantitative and qualitative KPI analysis
- Established TELUS design standards and created UI starter kits for onboarding new designers and external vendors

## Education

### George Brown College

Graphic Design

### Sheridan College

Art Fundamental: Illustration

## Accomplishments

### Red Award Winner

Electrolux App - 2025

### UX Mentor

Interaction Design Foundation, ADP List & Design Lab

### Lead UX Educator

Brainstation Toronto 2017 – 2018

### Accessibility Guest speaker

Conferences Toronto, Guelph & Stockholm

### Deans list

George Brown College  
2006 - 2009

## Technical skills

**Design & Prototyping:** Sketch, Figma, Adobe CS, ProtoPie, HTML & CSS/SASS

**Research & Testing:** UserZoom, Usertesting.com, A/B Testing, User Testing (moderated & unmoderated)

**Collaboration:** Jira, Miro, Agile Methodologies (SAFe, Kanban & Scrum)

## Specialties

**Design Strategy:** User Experience, Information Architecture, Design Systems, Jobs-to-be-Done

**Methodologies:** Design Sprints, Story Mapping, Lean UX, Customer Journeys

**Focus Areas:** Web Accessibility & Inclusive Design, Motion Design/ Animation, Service Design