



Daniel Wetter

UX researcher who designs smart products used and enjoyed daily.

I believe strongly in the user-centric approach. The design process begins as a rule with research. Ideas grow from the knowledge of the interactions between the users and a product or service. I combine clarity, simplicity in my designs.

I have 20 years experience in digital software, web and mobile design working for large and small companies.



[My profile](#)

Aftonbladet - Sportbladets speltips

Concept, UX and design

2019



My input

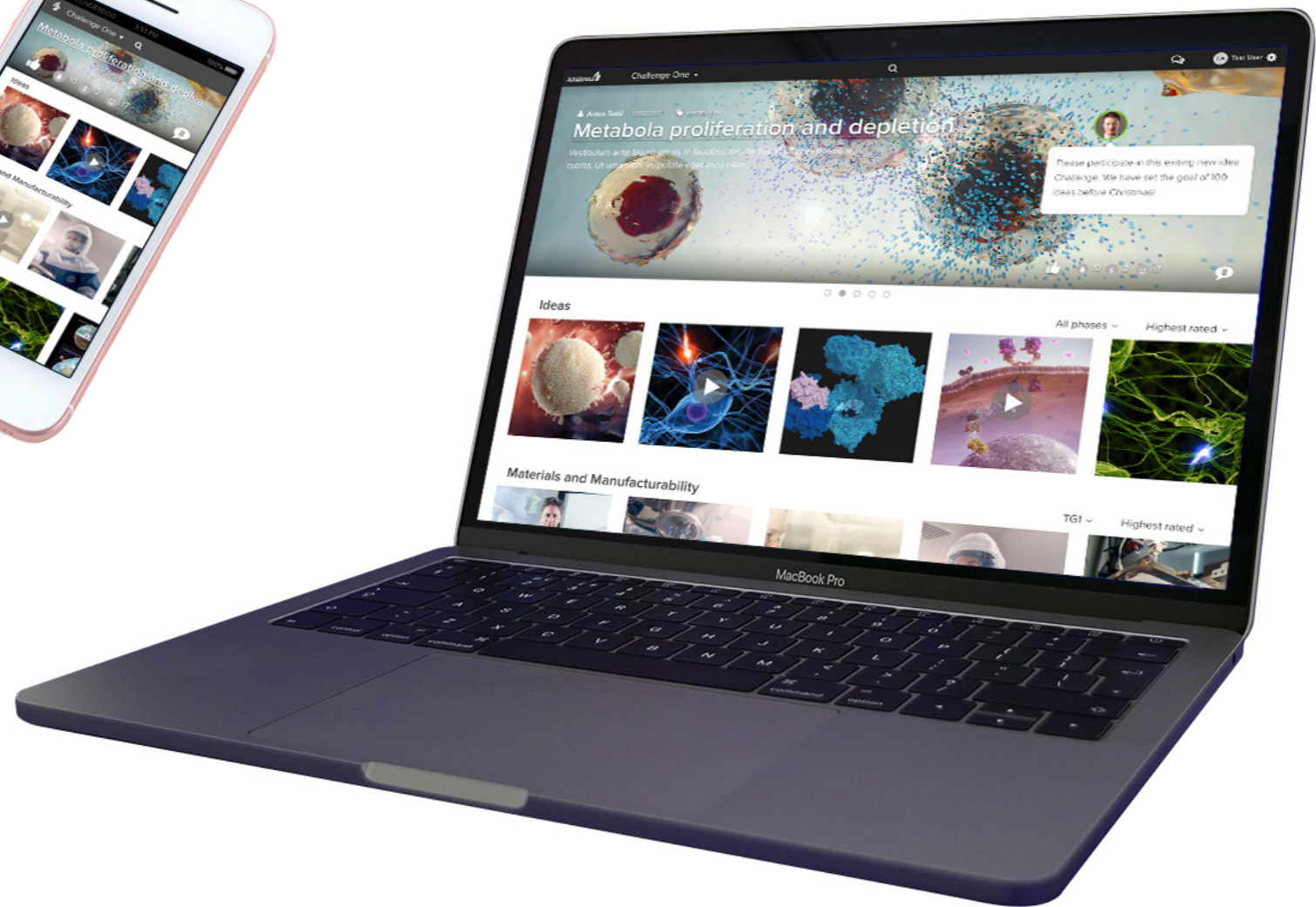
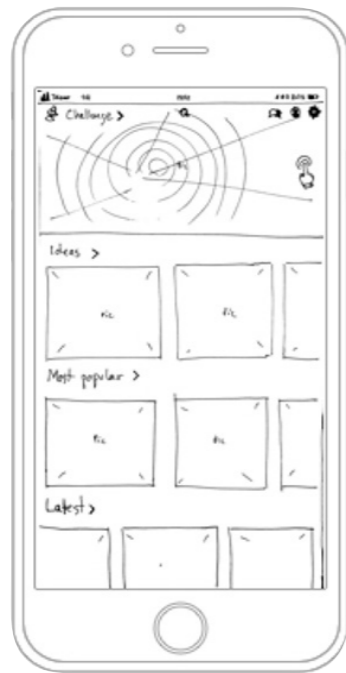
A new gambling law was being implemented in Sweden which put Aftonbladets ads and bonus strategy in jeopardy. We offered to build an affiliate platform for the Sportbladet's Speltips that would comply with the new law. This would allow the gambling companies to reach Sportbladet's users and at the same time would retain Aftonbladets visitors.

- Interviews, workshop
- Wireframing
- Prototyping
- User test
- Design

Kairos Future - Co:tunity

Interaction and Service design

2017-2018



Kairos Future - Co:tunity

Interaction and Service design

The screenshot shows the Polisen innovation platform interface. At the top, there are navigation tabs: INSPIRATION & IDEER, GRUPPERING, KONCEPTUTVECKLING, and REALISERA. The main content area features a challenge titled "Grupp arbete 2: 10 000 fler mot 2024" with a description: "Vilken kompetens kommer polisen att behöva mot 2024? Hur förändras samhället mot 2024? Vilka olika kompetenser kommer att behövas? Kravprofil? Specialister?". The challenge has 124 participants, 369 survey responses, and is open until June 30, 2017. Below the challenge description is an "Ideas" section with a form to submit an idea. The "Challenge Ideas" section displays a grid of ideas submitted by "Nasha Pochta" with an "Awesomeness" score of 6. On the right, there are analytics and visualization tools: "Betydelse & sannolikhet" (Importance & Probability) scatter plot, "Framtidskurva" (Future Curve) line chart, and "Recommended Add-Ons" including "Demographic B", "Scenario Future", and "Analysis".

The screenshot shows the Innovation boards dashboard. At the top, there are navigation tabs: INSPIRATION & IDEER, GRUPPERING, KONCEPTUTVECKLING, and REALISERA. The main content area features a "DASHBOARD" with several key metrics and visualizations: "New ideas" (40.5), "Active users" (173), "Votes & Comments" (308, -12%), and "Visitors" (800). Below these are "Activity / Unit" donut chart, "Activities per country" world map, "Ideas by categories" bar chart, and "Ideas / Phase / Gate" funnel chart. A progress bar shows "Ideas under period and goal" at 12% towards a goal of 8.3k. The "Impact" section features a bubble chart with categories: FIABILITE, CULTURES, LA NUTRITION, PROGRES, BIEN-ETRE, and SANTE. The "Idea Timeline" section shows a monthly view of idea submissions from January to December.

My input

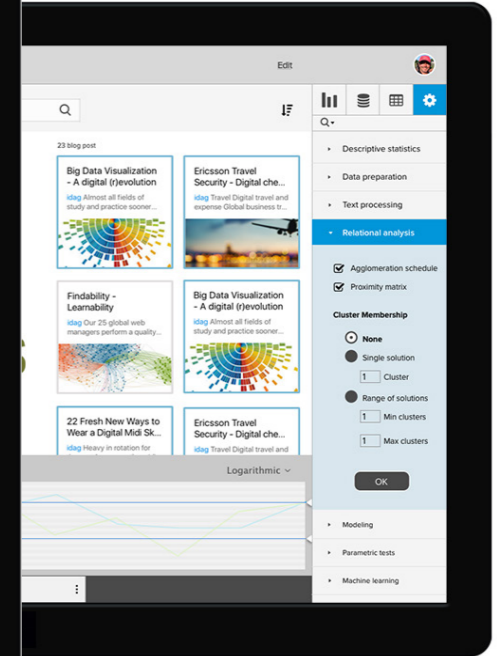
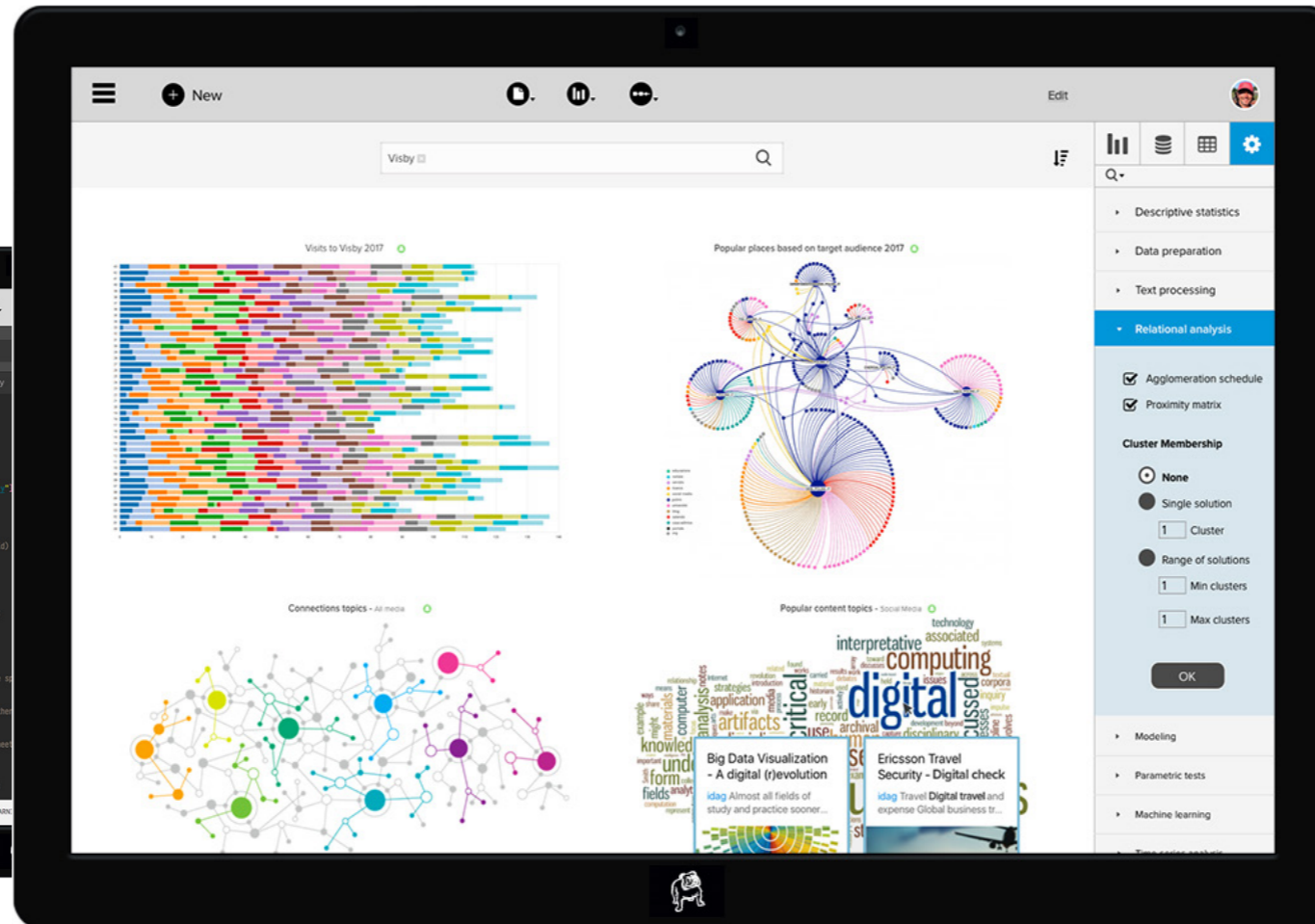
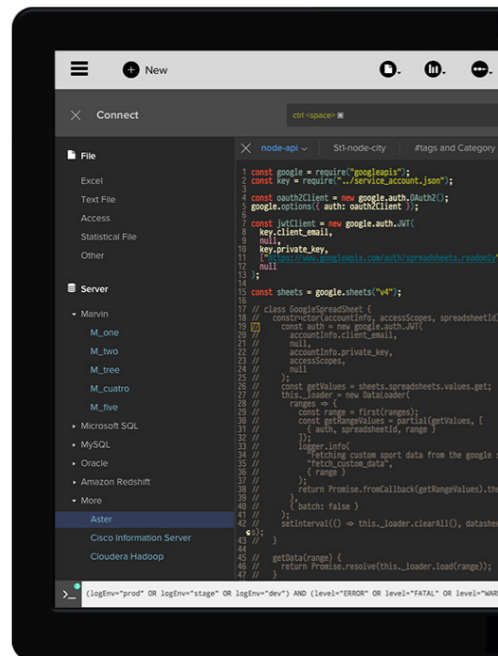
Kairos Future asked us to redesign their popular ideation product Co:tunity. A Service Design methodology was the obvious choice of method. It gave a solid empiric base from where to start. We worked close together in a team where the client (a mining company in Belgium), the product owner, the developing team and Dunderdog researched the needs and implications of an ideation and creative process.

- Interviews, workshop
- Wireframing
- Prototyping
- User test
- Design

Kairos Future - Marvin

UX and UI

2017



My input

Kairos Futures trend platform Marvin was to be a cloud-based app. I was asked to design an user interface that could accomodate all the functionality as well as be elastic, able to grow if nececessary or shrink depending on the case. I worked tight together with the product owner.

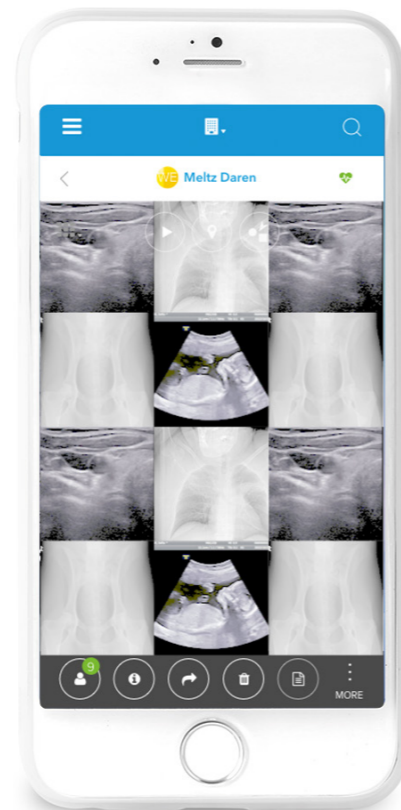
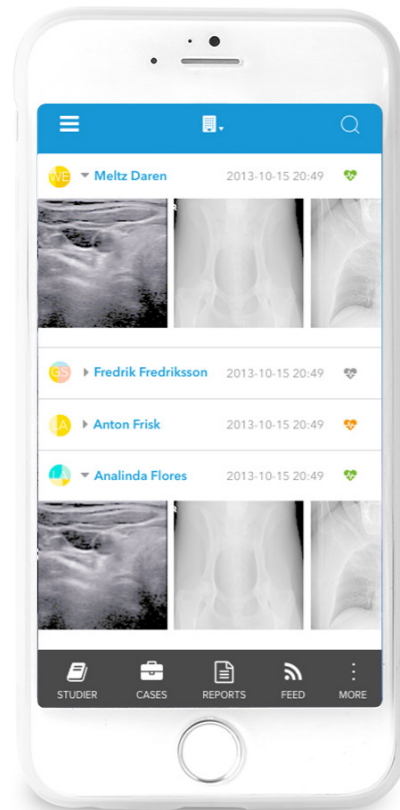
- Wireframing
- Prototyping
- Design

Trice

Trice - Medical Imaging

Interaction design, design, Service design

2016-2017



My input

The Trice collaborative medical image-sharing tool makes it easy and simple for medical professionals and patients to instantly access medical images from anywhere. My input was to design an user interface for the new application. It involved a total omworking of the app. The user experience was central in the design. We focused on making intuitive and fast. The availability of the visual data was imperative. I worked tight together with the product owner.

- Wireframing
- Prototyping
- Design
- Service Design

Kairos Future - Göteborg Energi

Interaction and Service design

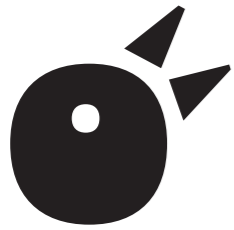
2017



My input

A collaborative projekt together with Kairos Future for Göteborg Energi. My role was that of Service designer with focus on hands-on approach. We started with a series of workshops with the object of identifying the areas of interest for the clients and the users. We used an ideation method and app (Co:tunity) to highlight and prioritise the most interesting ideas. We then sketched and prototyped these for user testing. All the designs were then adjusted to take them to the next step: a proof of concept.

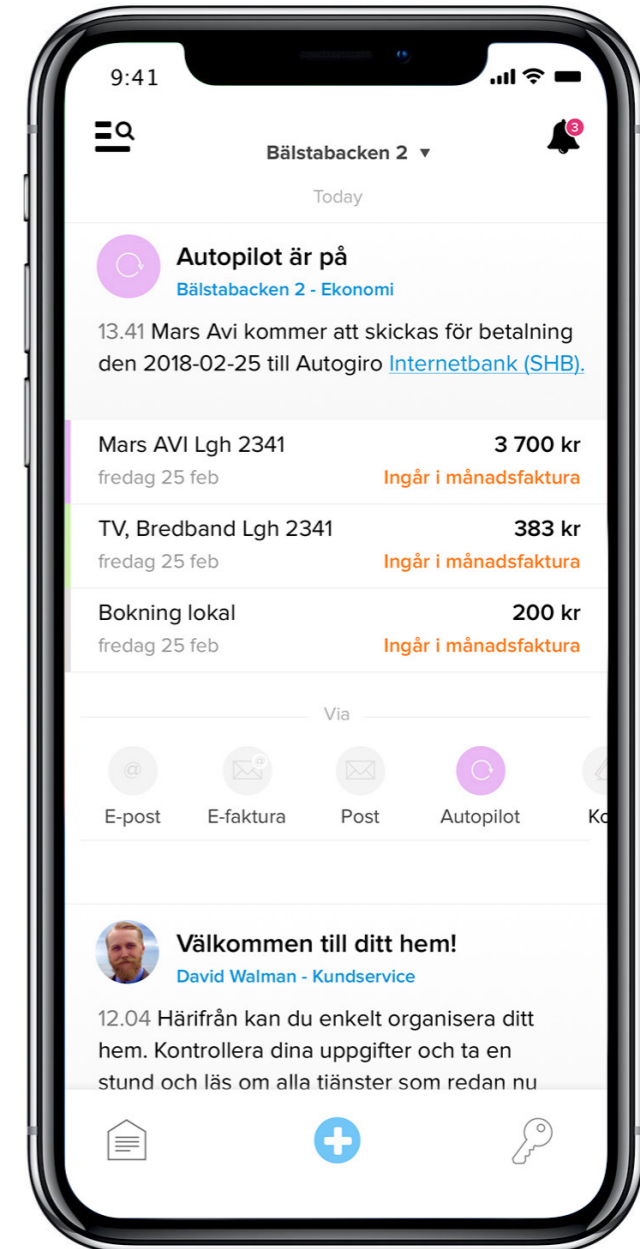
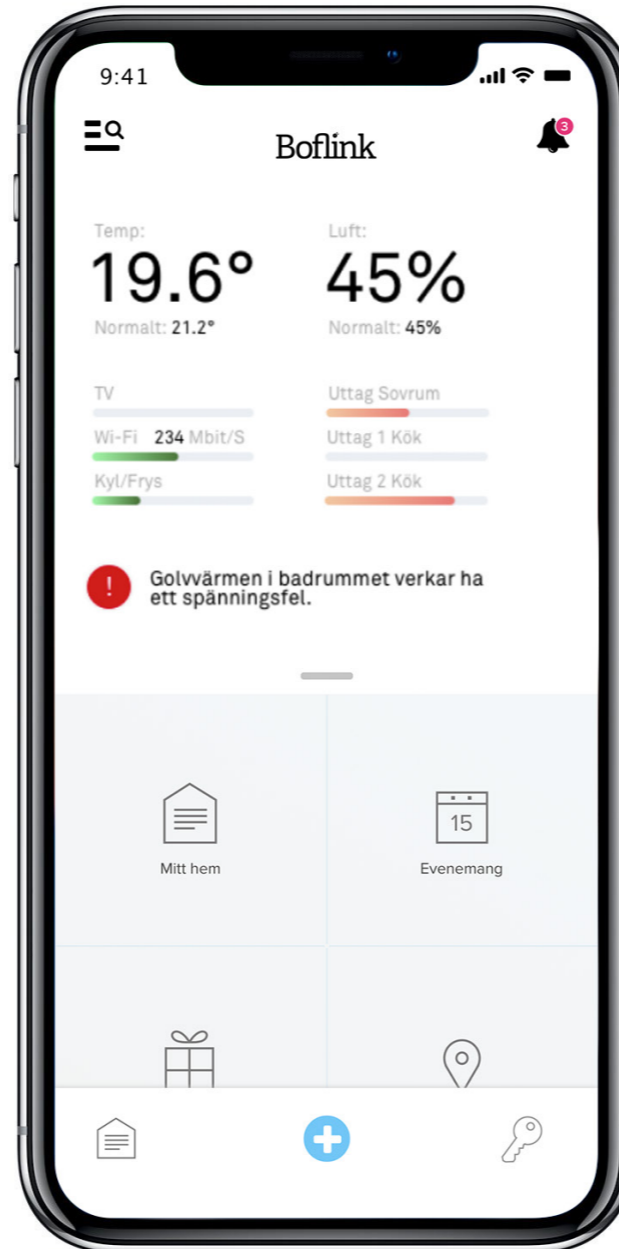
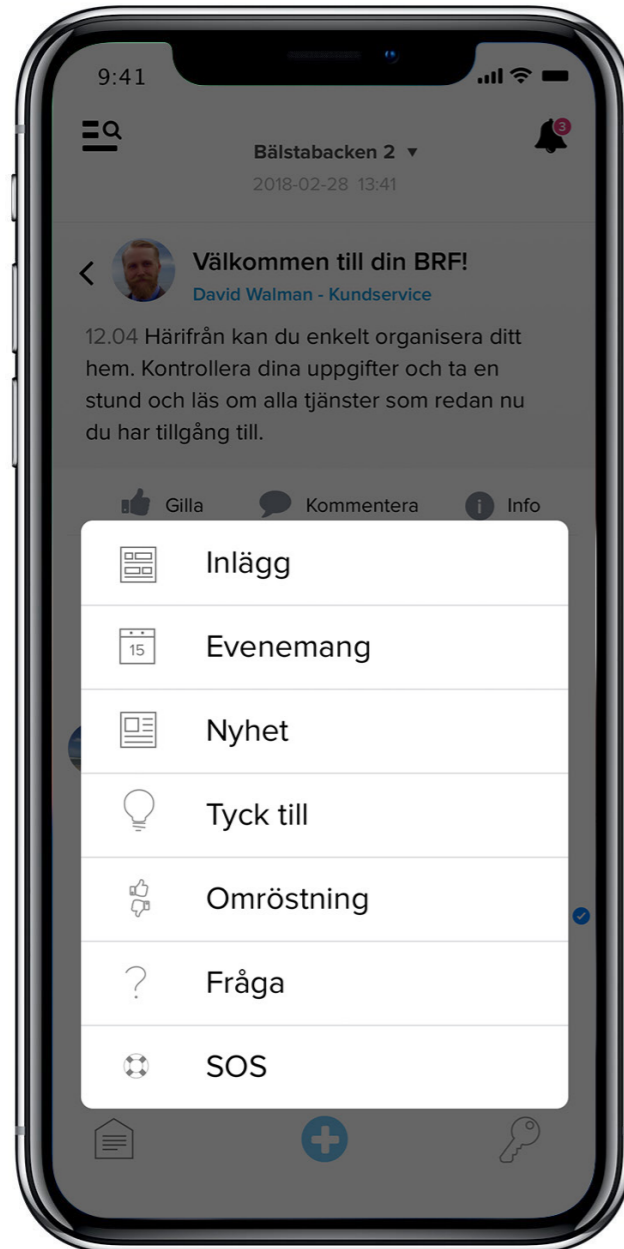
- Workshop
- Wireframing
- Prototyping
- User test
- Design
- Service Design



Boflink

Concept, interaction and Service design

2018

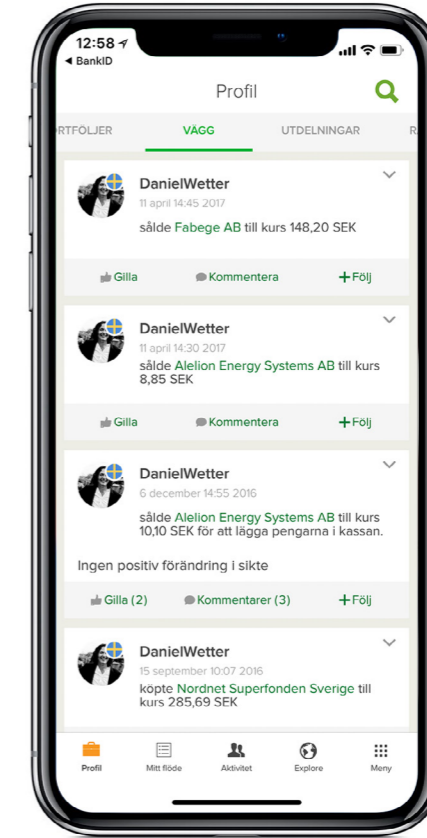
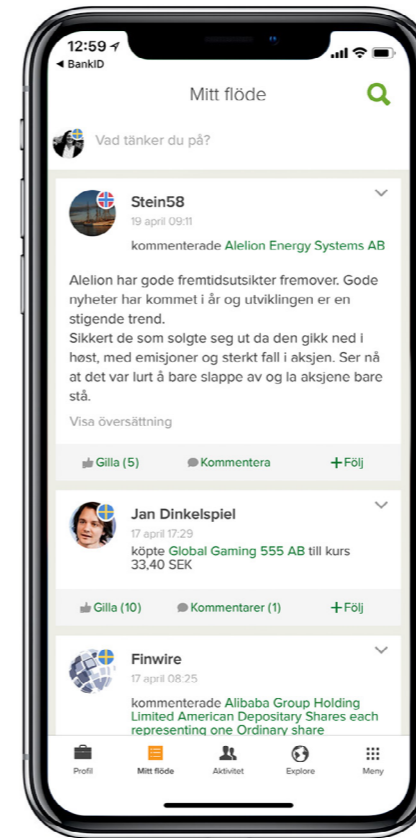
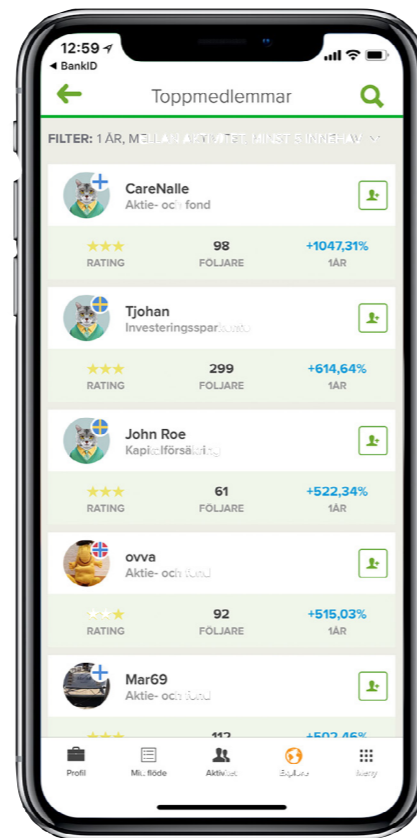




Shareville - Social community for the stockmarket

Concept, interaction, Service design and development

2010-2016



SEB

Interaction and Service design

2009-2012 - 2014-2015



My input

I was asked to be the UX designer for SEB's internet bank. I worked tight together with twelve business developers for both private and business side of the internet banking platform. My focus was to support and give form to the product and service development in the process of making the digital process a friendly one. Worked tight with IT team.

- Wireframing
- Prototyping
- User test, remote, interview, one on one
- Workshop
- Design

Recommendations



Anna Milenkovic - Head Internet Banking SME at SEB Retail

I give my best recommendations to Daniel for his contribution to our work on the Internet Bank SME at SEB. He contributed to good results through his competence, cooperation skills, creativity and solution-oriented focus. He also helped us to increase customer insights.



Anders I. Carlström - Director Internet Banking, SEB

I am very pleased to recommend Daniel. Daniel has been a critical ingredient in our efforts to make our digital meetings more innovative and customer oriented. From day one, Daniel became a natural part of my organisation.

Areas of competence

Method

Service Design
Rapid Prototyping
Scrum, Lean och agile process

Tools & apps

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Fireworks
Axure
Balsamiq
Sketch

Areas

Grafisk Design
UX- och Interaktionsdesign
Graphic Design
Information arkitektur (IA)
User test
Behavioural studies
Concept development
Personas
Experience mapping, User stories
Prototyping, interaktive prototyping
Eyetracking

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