TOBIAS SKOG

PROFILE

Product design professional with more than 15 years of experience designing and managing digital products. Thrive when collaborating closely with business and tech teams to create digital products that solve customer problems in an elegant way.

EXPERIENCE

2011– DIRECTV LATIN AMERICA

Lead designer on the Digital Products team, working with business leadership, analysts and tech leads to stakeholder requirements, assess business needs, and transform ideas into successful products.

Sr. Lead User Experience Design 2017–

Lead the design practice for digital products, setting design direction and mentoring members of both in-house and agency design teams.
Assumed responsibility for the product management of the TV everywhere platform DIRECTV Play, its accompanying mobile app, and the website home pages. Define product roadmaps, deliverables and prioritize product backlogs according to business value.

User Experience Lead 2014–2017

Assumed leadership of the user experience design for the digital product portfolio.
Shipped numerous projects ranging from feature additions, design optimizations and redesigns for existing products, to ideation, scoping and design of entirely new products.

Senior User Experience Designer 2011–2014

Information architecture, interaction- and visual design for the 9 DIRECTV Latin America web sites. Designed a mobile site from the ground up, restructured and created a responsive design for the customer account management site MiDIRECTV, in addition to multiple smaller projects.

2006-2011 LAVASOFT

Product Manager, 2010–2011

Managed development of the company's flagship product, Ad-Aware. Responsibilities included assessment of business and user needs, specification of requirements, release planning, and authoring of user stories. Acted as Product Owner in the agile development process.

Interaction Designer, 2006–2010

Managed the interaction and user interface design of Ad-Aware, with an active role in all phases of the design process. Responsibilities included assessment of business needs, requirements gathering, and the design of interface components.

1999–2006 RESEARCH WORK

Licentiate Thesis Work 2005–2006

Researched and wrote the Licentiate Thesis *Ambient Information Visualization*, based on results from published academic articles. The thesis was publicly defended on March 10, 2006.

Research Assistant 1999–2005
Viktoria Institute & Interactive Institute

Member of the research groups PLAY (1999-2002) and Future Applications Lab (2002-2005), directing the research project Informative Art, which explored the concept of information visualization for everyday environments, its implications, and requirements.

EDUCATION

Ph Licentiate Degree

Ph. Licentiate degree in Applied Information Technology IT University of Gothenburg, Sweden March 2006

Master of Arts

M.A. in Computational Linguistics, Gothenburg University, June 1999

PROFESSIONAL COURSES

Certified Scrum Product Owner

Stockholm, Sweden, February, 2010

Nielsen Norman Group, Interaction Design 1–3

New York, NY, March 2013

SKILLS

Experience using a wide range of individual and collaborative methods for research, ideation, design, and prototyping. These include content audits, content structure diagrams, and user flows for IA; sketches, wireframes, and prototypes for UI design; card sorting, usability tests, and a/b/n tests for evaluation and optimization.

A solid understanding of HTML and CSS, and how it can be applied in reusable design patterns.