

# TOBIAS SKOG

## PROFILE

I design user experiences on all levels, from product management to the design of interactions, user interfaces and icons. My ambition is to create elegant interfaces that harness the powers of computation, empowering people to carry out their tasks efficiently and effortlessly.

## EXPERIENCE

### 2006-2011 LAVASOFT

#### Product Manager, 2010-2011

Managed the development of the company's flagship product, Ad-Aware. Responsibilities included assessment and evaluation of business and user needs, specification of requirements, release planning, and authoring of user stories. Held the role of 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 and requirements gathering, as well as writing implementation specifications and designing interface components.

Acted as Project Manager for the TrialPay marketing program, overseeing marketing strategies and campaigns enabling alternate payment options for customers; ultimately making a significant contribution to the company's overall revenue.

### 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. For more information, see: [www.viktoria.se/infoart](http://www.viktoria.se/infoart)

Designed and implemented prototypes demonstrating various visualization concepts, conducted studies of their use and analyzed data to extract research results.

Authored and co-authored several academic papers that were accepted to, and presented at, international conferences on human-computer interaction. Co-presented the exhibition *Informative Art* at the Emerging Technologies section at SIGGRAPH 2001.

## 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

## SKILLS

#### Languages, etc.

Java, HTML, CSS, JavaScript, Processing and Perl.

#### Software

Photoshop, InDesign, Illustrator, Dreamweaver, Axialis  
Icon Workshop, MS Office, Help & Manual, ScrumWorks.

#### UX Design Methods

Sketching, paper prototyping, wireframes, flow diagrams,  
card sorting, usability testing.