

PONTUS JARENSKOG

Margaretavägen 5

187 74 Täby

(+46) 706 97 97 04

<https://www.jarenskog.se>

pontus@jarenskog.se



SHORT BIO

Product and UX designer with 20+ years of experience spanning mobile, enterprise software, and brand. I've worked with startups, consultancies, and in-house teams on everything from phone UI to complex data platforms.

I'm comfortable in every role from individual contributor to creative director. I'm an experienced, down-to-earth, creative, and prestigeless team player. I'm an AI-pragmatist with a broad skill set, and curious mind set.



SKILLS

- Design thinking
- Product design
- UX-design
- Sketching
- Illustration
- Visual design
- Iconography
- Research
- Sound & voice Design
- Writing
- Game design
- Vector, pixel & voxel design
- AI-prompting
- Video & Animation
- Sketch, Figma, Adobe etc.



WORK EXPERIENCE

- **2024 – 2026**
Inorigo AB
Lead UX/ Product/ Designer / Creative Director | Remote

Designing tools, applications and systems for the inorigo® Platform and taking on the responsibility of Creative Director and developing the Inorigo Brand.
- **2020 – 2024**
Ortelius AB
Lead UX-Designer | Malmö

Working with the inorigo® Platform. Designing tools, applications and systems.
- **2015 – 2020**
Topp Design & Innovation
Senior UX Designer | Malmö

Working with a wide array of projects, clients and areas. Clients include Miele, Samsung, SL, E.ON, Verisure, Ortelius, Lenovo, and Médecins sans frontières
- **2010 – 2015**
Color Monkey AB
Concept / UX / Sound Designer | Malmö

Digital design agency specializing in app design. Clients included: Sony, Spotify and Eniro.



PONTUS JARENSKOG

(+46) 706 97 97 04
<https://www.jarenskog.se>
pontus@jarenskog.se



EDUCATION

2003–2004
School of Arts and
Communication
Malmö
K3, School of Arts & Communication.

2000–2002
Masters of Media, Cross
Media Producer
Malmö
Web, multi-media, print, motion etc.

1997–1998
Art College / Gothenburg
Film School
Göteborg
Film and video production, photo,
audio and editing.

1997–1998
Documentary Film Program
Hola, Prästmon
Documentary film and video
production.

1994–1997
Munkebäcks Gymnasium
Göteborg
Media program.

WORK EXPERIENCE CONTINUED

2007–2010
The Astonishing Tribe AB, TAT
Interaction Designer / Concept Designer | Malmö

Working in TAT's innovation and concept department, developing and pitching concepts, pushing boundaries, and building prototypes and demos.

2005 – 2007
Sony Ericsson Mobile
Human Interface Designer | Lund

Consulting as a designer (still employed by TAT) for Sony Ericsson's Global Creative Design Center.

2004 – 2005
The Astonishing Tribe AB, TAT
Visual Designer | Lund/Malmö

Working with UI, mobile Interfaces, iconography etc.

2003 – 2004
Pontus Jarenskog Design
Graphic Design / Brand Work | Malmö / Göteborg

Freelancing as a graphic designer. Mainly print work.

1999 – 2000
Gemoll & Johnsson Production
Production Assistant / Video Editor | Göteborg

Project Employment/Freelance. Working with music video production in various roles.



ABOUT ME

I'm a music aficionado and a songwriter / amateur producer. I play guitar, and I dabble in most instruments. I'm also a game design enthusiast and designer, and a passionate but somewhat casual gamer these days.

I'm a husband and a father of two. One of my kids is neurodivergent, which has taught me more about communication, patience, and perspective than any job ever could. We have both a dog and a cat, and I consider myself an animal friend. Overall, I'm a humanist and laid-back guy.