

Sanna Klefbom

● UX & SERVICE DESIGNER

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BIO

I am Sanna, a UX & Service Designer with a humanistic background and a Master's in Interaction Design, interested in how design and systems shape human experience. A humanistic lens feels more urgent than ever as AI reshapes design and society, demanding the ability to think critically about the values of the non-measurable that makes us human. These perspectives keep challenging me in my daily work with AI. I use AI as a thinking partner throughout my design process, for design critique, and to work closer to engineering from start to delivery. With custom skills, design agents and MCP connections it becomes part of my workflow, building alongside me as I design, where the quality of what it produces depends entirely on the judgement guiding it.



WORK

● Afry Experience Studios

Senior UX Design consultant | 2022 - Current

Senior UX Design consultant with experience working embedded at Scania as UX Designer and UX Lead. Beside projects I've developed skills in AI design workflows including working with skills, design agents, and MCP connections.

● Scania

UX Design Lead | 2024 - 2025

Led the UX design direction for the AFRY Design Satellite at Scania, owning quality across deliverables and bridging design with development, product and engineering teams. Supported and mentored junior designers while maintaining close collaboration with Scania stakeholders to align design with project goals.

● Scania

Interaction & UX Designer | 2022 - 2024

Led the interaction design behaviour of triggers, screen feedback and system timers for the startup and shutdown journey on Scania's new vehicle platform, Smart Dash. Worked across multiple stakeholder groups, including system architects, function owners, and requirements team to design a coherent experience within a complex technical ecosystem. Used storyboards, user journey mapping, service blueprints and Figma prototypes to communicate system relationships across these stakeholder interests, keeping the design grounded in a shared understanding of the technical and human context.

● RISE Research Institute of Sweden

Service Designer & UX Research (Thesis project) | 2021

Service & Interaction designer in a research project exploring how urban digital twins and AR can enable better citizen dialogue in urban development. I led service design and UX research across five months, from fieldwork and co-design through to a tested prototype. The project outcome was a prototype of a citizen dialogue service connecting residents and city officials through Gothenburg's urban digital twin, using AR to bridge physical places and digital infrastructure. The work was recognised as best thesis project 2021 by STIMDI and featured in Geodesign, Urban Digital Twins and Futures, Routledge, 2025.

● RISE Research Institute of Sweden

Interaction Designer (Internship) | 2019

Interaction Design internship where I participated in a range of projects in the fields of social innovation, future food and project management.

EDUCATION

MSc Interaction Design

Malmö University | 2020 - 2022

BASc Culture, Media & Aesthetics

University of Gothenburg | 2016 - 2019

COURSES

Design Leadership

InUse Academy | 2023

Non-fictional writing

University of Gothenburg | 2019

RECOGNITION

Award

Best Thesis Project 2021 | STIMDI

Featured in book

Geodesign, Urban Digital Twins and
Futures | Cureton & Hartley, Routledge,
2025

SKILLS

Storytelling · User Journey Mapping ·
Service Blueprints · User Research ·
Workshop Facilitation · System Thinking ·
Design Thinking · Design Leadership ·
Prototyping · Wireframing · Information
Architecture · Research Through Design ·
Project Management · Quality Assurance ·
User Testing · Scrum

TOOLS

Claude AI (Code, Chat, Design, Co-
Work) · Figma (Design, Make, Jam,
Sites, Slides) · Lovable · Google Stitch ·
Miro · Notion · JIRA · Confluence ·
Adobe Creative Suite · Raspberry Pi

OTHER

Driver License (B) · Swedish (mother
tongue) · English (fluent in speech and
text)