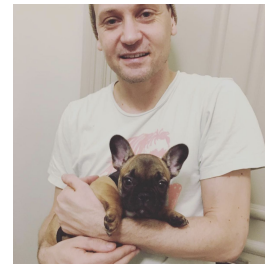# Daniel Hansson

I am mainly interested in digital strategy, concept development, growth hacking, digital marketing, lean UX and digital analysis. I have a bachelor's degree in business administration with specialization in marketing from University of Skövde and Bournemouth University.

medium.com/daniel-hansson
danielhansson.info/en/
**+46 (0)725-442102**
**daniel@superconfidence.se**

## WORK EXPERIENCE (SELECTED)

### Superconfidence, Stockholm – *Freelance Consultant within Lean UX and Analytics*

APRIL 2018 – ONGOING

I help companies and organizations to learn faster than their competitors.

### Valtech, Stockholm – *Consultant within Lean UX and Analytics*

MAY 2007 - APRIL 2018

Digital strategist and Lean UX consultant focusing on digital analysis, digital strategy, concept development, interaction design and optimization.

### Nordea, Stockholm – *Usability Specialist and Project Manager*

APRIL 1999 - MAY 2007

Responsible for usability work and concept development of Nordea's public Swedish websites. Also project management at an international level.

## EDUCATION

### University of Skövde, Skövde – *Bachelor's degree in business administration with specialization in marketing*

AUGUST 1993 - JUNE 1997

### Bournemouth University, Bournemouth – *Portfolio theory, marketing and economics*

SEPTEMBER 1995 - JUNE 1996

## SKILLS

a/b testing
adobe analytics
campaign optimization
conceptual work
conversion rate optimization
digital analytics
digital marketing
digital strategy
google analytics
google bigquery
google data studio
growth hacking
interaction design
interview methodology
keyword analysis
lean ux
optimizely
project management
scrummaster
search engine optimization
survey methodology
usability
user experience
web analytics
workshop methodology

## PROJECTS

### Sveriges Television Children – *Growth engineering*

SEPTEMBER 2016 - ONGOING

Analytics, optimization and strategic work for Barnkanalen.se and Barnplay. In the role of growth hacker, I work on analyzing and developing hypotheses for the growth of SVT's digital services for children.

*Adobe Analytics, Comscore, Optimizely, Linkpulse, Google BigQuery, Google Data Studio, digital analytics, digital strategy*

### Berghs School of Communication – *Teaching assignment*

APRIL 2018

Education in data-driven development, validated learning, lean UX and hypothesis validation.

*Teaching*

### Sveriges Television – *Concept developer and product owner SVT.se*

DECEMBER 2015 - SEPTEMBER 2016

Concept developer and product owner for SVT.se. I introduced a data-driven approach with structure for follow-up and validation of hypotheses. I also worked on forecasting the effects of various future scenarios for the service.

*Adobe Analytics, Google Analytics, Optimizely, Linkpulse, digital analytics, digital strategy*

### Sveriges Television – *Concept developer SVT Play*

APRIL 2015 - DECEMBER 2015

Development of concepts for personalization of SVT Play. Among other things, I tested hypotheses for recommendations.

*Adobe Analytics, Google Analytics, Optimizely, digital analytics, digital strategy*

### National Agency for Special Needs Education and Schools – E-commerce website

JANUARY 2015 - APRIL 2015

As a UX specialist, I developed concepts for e-commerce of teaching materials in special educational contexts. I produced a KPI framework and worked with search engine optimization. Above all, I worked with indexing which is challenging for this type of directory service, as they are characterized by many filters, duplicate content and limited with unique content.

*Google Analytics, EPiServer Commerce, Google Search Console*

## LANGUAGES

**Swedish** - mother tongue

**English** - fluently

### Aleris – Digital analytics and strategy

JANUARY 2014 - MARCH 2015

Follow-up of KPIs and trends for Aleris three Nordic websites. Monthly reporting and proposals for adjustments to strategy and tactics.

*Google Analytics, digital analytics, digital strategy*

### Scandic Hotels – Marketing Automation

NOVEMBER 2014 - JANUARY 2015

Evaluation and recommendation of marketing automation tools for Scandic Hotels' communication. Development and adjustment of concepts for 1: 1 website and email personalization.

*Adobe Marketing Cloud, Salesforce Marketing Cloud, digital marketing*

### Scandic Hotels – Redesign Scandic Hotels' websites

AUGUST 2014 - NOVEMBER 2014

Keyword analysis and evaluation of current SEO work at Scandic Hotels' seven websites. Recommendations on improvement and new web concept.

*Google Analytics, SiteCatalyst, SEO*

### Länsförsäkringar Bank – Digital analytics

FEBRUARY 2014 - SEPTEMBER 2014

Development of analytics concepts for Länsförsäkringar's public website and buying processes. Education and anchoring in the editorial organization. Development of KPIs and process for follow-up.

*Google Analytics, digital analytics*

### Cabonline – Mobile apps and website

SEPTEMBER 2013 - DECEMBER 2013

Development of concepts for taxi booking flows. Also development of concepts for follow-up and optimization.

*Google Analytics, Digital analytics*

### Inera – Search behaviour analysis

SEPTEMBER 2013 - DECEMBER 2013

Analysis of seasonal variations when it comes to the public's searching for information related to healthcare and health. The analysis was used to advise journalists about which care articles they should write about during which time of year.

*Google Analytics, digital analytics, keyword analytics*

### Paternal leave – Dad
MARCH 2013 - AUGUST 2013

### Region Stockholm – Digital analytics mobile app
SEPTEMBER 2013 - DECEMBER 2013

Analysis of use of mobile app to quit smoking. Advanced tracking in order to calculate the app's socio-economic benefits.

*Google Analytics, digital analytics*

### Aleris – Digital strategy
DECEMBER 2012 - MARCH 2013

Development of strategy for Aleris digital activities in Sweden, Norway and Denmark. The work included goals and vision, current situation analysis, development of roadmap broken down into strategic activities.

*Digital strategy*

### Swedish School of Sport and Health Sciences – AdWords campaign optimization
FEBRUARY 2012 - MARCH 2013

Planning, implementation and optimization of AdWords campaigns. The work included digital analysis, ad design and ad optimization. The campaign led to approximately 20% more applications to GIH.

*Google AdWords, Google Analytics, digital analytics*

### Aleris – Digital analytics and conversion rate optimization
FEBRUARY 2012 - MARCH 2013

Development of a plan and concepts for digital analytics in three different countries with different trades, markets and requirements for web analytics, but with the same web concept. Optimization of campaigns in the form of A/B tests.

*Google Analytics, digital analytics, conversion rate optimization*

### Svensk Fastighetsförmedling – Social intranet
SEPTEMBER 2012 - DECEMBER 2012

Development of a social intranet. The work included target group analysis, concept development, measurement and follow-up and optimization of effects. The intranet received the 2013 award as Sweden's best intranet.

*Conceptual work, interaction design, digital analytics*

### Intrum – Digital analytics and conversion rate optimization
APRIL 2012 - DECEMBER 2012

Update of digital strategy, development of strategic goals and KPIs both

globally and for local markets. Implementation of digital analysis. Implementation of conversion optimization tools and training and coaching of sales staff.

*Google Analytics, digital analytics, conversion rate optimization*

### Imano – Digital analytics

SEPTEMBER 2012 - OCTOBER 2012

Development of a plan for digital analysis of corporate websites in order to recruit customer and recruitment leads.

*Google Analytics, digital analytics, conversion rate optimization*

### Sveaskog – Responsive design framework

AUGUST 2012 - SEPTEMBER 2012

Design of a concept for a responsive framework and navigation system for Sveaskog's external web and extranet applications.

*Interaction design*

### Inera – Search engine optimization and keyword analysis

MAY 2012 - SEPTEMBER 2012

Analysis and development of SEO activities within two main areas for 1177.se. The assignment resulted in an 18% total improvement of 120 search terms and an average of 5.04 ranking improvements in two months.

*Google Keyword Planner, Google Analytics, Google Search Console, SEO*

### Swedish National Police Board – Digital analytics

FEBRUARY 2012 - SEPTEMBER 2012

Planning and implementation of digital analysis of polisen.se. The work included digital analysis, technical support for implementation of Google Analytics, and education.

*Google Analytics, digital analytics, teaching*

### Autokatalogen – Digital analytics ecommerce

FEBRUARY 2012 - SEPTEMBER 2012

Implementation and validation of digital analytics for ecommerce. Analysis of user behavior and development of action proposals.

*Google Analytics, digital analytics*

### Kambi Group – Digital analys av spelapplikation för oddsspel

MARCH 2012 - MAY 2012

Planning and implementation of digital analysis for an odds game application. The tasks included digital analytics and technical support for the implementation of Google Analytics.

*Google Analytics, digital analytics*

### JM Sweden – Requirement analysis

JANUARY 2012 - MARCH 2012

Requirements analysis of future development of JM's websites. Analysis of quantitative customer data, business needs and channel strategy. Conduction of workshops and preparation of proposals for new organization and future working methods.

*Google Analytics, digital strategy, teaching*

### Swedish Council for Higher Education – Digital strategy

NOVEMBER 2011 - DECEMBER 2011

Development of vision, strategic goals, focus areas and road map for Antagning.se. The tasks included, workshops and strategy work.

*Google Analytics, digital strategy, teaching*

### SBAB Bank – Kinect prototype for banking errands

NOVEMBER 2011 - DECEMBER 2011

Requirements analysis and development of prototype for future Kinect banking application.

*Kinect, UX, conceptual work*

### Swedish Work Environment Authority – Search engine optimization

OCTOBER 2011 - NOVEMBER 2011

Requirements analysis, keyword analysis and development of activity list in order to get a website to rank well in organic search.

*SEO*

### Inera – Campaign tracking and conversion rate optimization

SEPTEMBER 2011 - NOVEMBER 2011

Landing page optimization of campaign site for 1177. Test plan, implementation of MVT (multivariate test), analysis, recommendation and follow-up validation test. Also campaign tracking of ads for optimization of marketing investment.

*Conversion rate optimization, digital analytics, digital marketing*

### Metro – Conversion rate optimization Allastudier.se

MAY 2011 - JUNE 2011

Concept design and interaction design of Allastudier.se in order to improve user experience, conversion and increased value for advertisers.

*Conversion rate optimization, digital analytics, UX*

### ICA Gruppen – Group intranet

DECEMBER 2010 - JUNE 2011

Concept development of a new group intranet for ICA's employees and shop owners in Sweden, Norway, the Baltic States and Asia. Focus on use centering and validation of concepts.

*UX, HTML, CSS, Javascript*

### Ericsson – Ecommerce platform

DECEMBER 2010 - JANUARY 2011

Requirements analysis and development of a prototype for a future ecommerce platform. The tasks included concept development, interaction design, requirement analysis and target group interviews.

*UX*

### Swedish Press and Broadcasting Authority – Website development

DECEMBER 2010 - JANUARY 2011

Requirements analysis and production of dashboards for a new search platform. The tasks included interaction design, concept development and search engine optimization.

*UX, SEO*

### Stockholms länstrafik – Mobile website sl.se

DECEMBER 2010 - JANUARY 2011

Requirements analysis, development and evaluation of a prototype for a new mobile version of sl.se. The tasks included concept development, requirement analysis and interaction design.

*UX*

### Inera – Pre study health comparison service

OCTOBER 2010 - JANUARY 2011

Inera was commissioned by the Ministry of Social Affairs to produce a comparison service for dental care prices throughout Sweden. I developed a concept for the service.

*UX, HTML, CSS, Javascript*

### Swedish Council for Higher Education – Redesign Studera.nu

SEPTEMBER 2010 - JANUARY 2011

Concept development and redesign of Studera.nu. The website was modernized in terms of information architecture, navigation and general usability.

*UX, SEO*

### Swedish Civil Contingencies Agency – Requirements analysis Krisinformation.se

AUGUST 2010 - NOVEMBER 2010

Identification of user and editor needs how Krisinformation.se, as well as external digital channels, can be developed to become more efficient. The tasks included conduction of workshop, in-depth interviews, requirements analysts and digital strategy.

*UX, digital strategi*

### Swedish National Financial Management Authority – Website development

AUGUST 2010 - NOVEMBER 2010

Concept design and interaction design of the website Avropa.se. The tasks included usability and interaction design.

*UX*

### Parental leave – Dad

APRIL 2010 - AUGUST 2010

### Avanza Bank – Website development

AUGUST 2010 - NOVEMBER 2010

Concept design, interaction design and usability testing of Avanza's website for administration of occupational pension. The tasks included usability, interaction design and test management.

*UX*

### Swedish National Maritime and Transport Museums – Website development

JULY 2009 - APRIL 2010

Development of new websites for the National Maritime Museums, the Vasa Museum, the Maritime Museum and the Naval Museum. The tasks included project management, process manager (ScrumMaster) and concept development. Vasamuseet.se was named Sweden's best tourist web in the same year.

*Project management, UX, ScrumMaster*

### Swedish Work Environment Authority – Evaluation of analytics tool

FEBRUARY 2010 - MARCH 2010

Evaluation, recommendations and concept suggestions on how the service can be improved from a usability perspective.

*UX*

### Oriflame – Facebook application

FEBRUARY 2010 - MARCH 2010

Concept design and interaction design of Oriflame's Facebook application for recruiting new customers and selling products.

*UX, conceptual work*

### Swedish National Financial Management Authority – Usability testing

SEPTEMBER 2009 - OCTOBER 2009

Evaluation of the website ESV.se and suggestions for a new website concept.

*UX, conceptual work*

### Swedish Civil Contingencies Agency – Extranet development Krisinformation.se

SEPTEMBER 2009 - OCTOBER 2009

Concept design, design and requirements analysis for the administrator interface of Krisinformation.se.

*UX, conceptual work, interaction design*

### Handelsbanken – Digital strategy

APRIL 2009 - JUNE 2009

Support in the development of a new vision for Handelsbanken's digital business. The tasks included, digital strategy, usability and workshop management.

*UX, digital strategy*

### Täby Municipality – Website development

APRIL 2009 - JUNE 2009

Concept design, design and development of new website for Täby municipality on the platform EPiServer.

*UX*

### Swedish National Maritime and Transport Museums – Pre study public websites

DECEMBER 2008 - MARCH 2009

Creation of a new concepts for the websites Maritima.se, Vasamuseet.se, Sjohistoriska.se and Marinmuseum.se. The tasks included project management, target group analysis, compilation of requirements, concept work and workshop management.

*Project management, UX, digital strategy*

### Swedish National Financial Management Authority – Användningstest

JANUARY 2008 - FEBRUARY 2009

Evaluation of the website Avropa.se and a new service area taxonomy.

*UX, information architecture*

### Swebus – Website development

OCTOBER 2008 - JANUARY 2009

Design and development of new booking website for Swebus on the platform EPiServer. The tasks included process management (ScrumMaster) and concept development, search engine optimization and interaction design.

*UX, search engine optimization, ScrumMaster*

### Mälardalen University – Pre study website

OCTOBER 2008 - NOVEMBER 2008

Adjustment of web concept for Mälardalen University's public website. Development of proposals for optimization activities and infrastructure for optimization and digital analysis.

*UX, digital analytics*

### Nobina – Website development Nobina.com

AUGUST 2008 - OCTOBER 2008

Development of a new Nordic Group website for Nobina on the platform EPiServer. My tasks included, workshop management, usability and requirements analysis.

*UX, project management, requirement analysis*

### JM Sweden – Conversion Rate Optimization

AUGUST 2008 - OCTOBER 2008

Creation of new concept and interaction design for recruiting leads for residential objects on JM.se. The tasks included project management, in-depth interviews, interaction design, prototype construction, and usability testing.

*UX, project management, conversion rate optimization*

### Parental leave – Dad

MARCH 2008 - JULY 2008

### National Board of Housing, Building and Planning – Pre study website

FEBRUARY 2008 - MARCH 2008

Creation of a new concept for a citizen portal that answers questions

about housing situations. The tasks included requirements analysis, digital marketing, overall concepts, in-depth interviews and findability optimization.

*UX, conceptual work, SEO, requirement analysis*

### KTH Royal Institute of Technology – Pre study intranet

FEBRUARY 2008 - MARCH 2008

Development of a new intranet concept.

*UX, conceptual work, requirement analysis*

### SEB Group – Future analysis and future personas

JANUARY 2008 - MARCH 2008

Creation of personas (type users) for global future front system. The tasks included requirements capture, business analysis, future analysis of the banking industry, in-depth interviews (international focus) and personalization.

*UX, digital strategy*

### Statistics Sweden – Pre study website

SEPTEMBER 2007 - DECEMBER 2007

Developing a new structure, graphic form and accessibility adaptation of Scb.se.

*UX, information architecture*

### Nobina – Pre study websites and intranet

SEPTEMBER 2007 - DECEMBER 2007

Creation of website and intranet concept. My tasks included business analysis, requirement analysis and conceptual design.

*UX, digital analytics*

### Nordea Group – Pre study global intranet

MARCH 2007 - OCTOBER 2007

Nordea's four country intranets were difficult to use and lacked good findability. Nordea wanted to improve its usability by developing a common information structure based on the business objectives. My tasks included business analysis, target group analysis, personalization, interaction design, information architecture, conceptual design, graphic design, use tests and client support.

*UX, digital analytics, digital strategy, conceptual work, project manager*

### Nordea Group – Conversion rate optimization and user experience

DECEMBER 2003 - MARCH 2007

Requirements analysis, conceptual design, specification of web interface,

information architecture, interaction design and usability testing of prototypes and websites. The role also entailed responsibility for strategically developing Nordea's business on the web by optimizing sales processes and generating traffic to websites.

*UX, digital analytics, digital strategy, conceptual work, project management, conversion rate optimization*

### Vinkubben.se – Founder and fullstack developer

DECEMBER 2003 - OCTOBER 2010

Development of Sweden's largest wine community. Concept development, marketing, SEO, frontend and backend coding.

*UX, conceptual work, project management, HTML, CSS, JavaScript, SQL*

### Nordea Group – Webmaster

MARCH 1999 - NOVEMBER 2003

I was responsible for Nordic development and coordination of Nordea's public websites. I was also responsible for frontend coding.

*UX, conceptual work, project management, HTML, CSS, JavaScript*

# Super confidence.