

Viktor Losciale - CV

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Profile

Senior Product Designer with an AI edge. Concept → shipped, faster.

With 14 years of experience across SaaS, media and digital health, I take products from discovery to shipped UI, balancing business and user value with an 80/20 mindset. AI-augmented in my workflow, with the design judgement to keep craft quality high.

Experience

Mentimeter

Senior Product Designer (2022–present)

- Product designer for Menti Live, the flagship product for interactive presentations, owning the presenter and participant experiences.
- Led the redesign of all 13 slide types into Mentimeter's new visual design language, now the standard for every Mentimeter user.
- Designed the live response collection phase around situational support and pacing, so presenters can facilitate with confidence under pressure.

Preglife

UX Lead (2020–2022)

- Sole designer, owning all design for the Preglife pregnancy app.
- Designed Preglife's first paid offering from concept to launch-ready: a mindfulness feature supporting expectant mothers' mental health, taking the business beyond partner revenue.

Schibsted

Head of UX, Product Designer (2015–2020)

- **Head of UX (interim):** 2020: led a team of three designers through 1:1s and day-to-day support, while staying hands-on in the team's design work.
- **Product Designer:** 2015 – 2020: designed the core product, Aftonbladet.se, one of Sweden's largest news sites, across web and native apps.

We Ahead

UI Designer Consultant (2013–2015)

- UI design and front-end development for clients including Chorus (healthcare apps and a care portal) and Bisnode (a self-service B2B leads tool).

Snowfire

UI Designer, part-time (2012–2013)

- Designed website templates, e-commerce- and product-specific views.

Skills

- **Design:** product and interaction design, UI, prototyping (Figma and code), design systems, visual design
- **Research:** user interviews, usability testing, workshops
- **AI and tools:** AI workflows and context systems, Figma, Cursor, Claude Code, html/css
- **Platforms:** web, iOS, Android

Education

- **Stanford Online** – Product Management: Transforming Opportunities into Great Products (2024)
- **Nackademin** – Interaction Design, two-year higher vocational education (2011 – 2013)