

# ÅSA ERIKSSON

SENIOR FRONTEND / PRODUCT ENGINEER - REACT & NEXTJS

**MOBILE:** 0034-676496919

**EMAIL:** [asaeri3@hotmail.com](mailto:asaeri3@hotmail.com)

**ADDRESS:** 08006 Barcelona, Spain

**PORTFOLIO:** [www.graphicsbyasa.com](http://www.graphicsbyasa.com)

**GITHUB:** <https://github.com/Bjornhona>

**LANGUAGE:** Swedish, English, Spanish



## SUMMARY

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Senior Frontend / Product Engineer with 7+ years of experience delivering end-to-end frontend solutions for web and mobile products. Currently founder and frontend consultant, previously 6 years at Hexad working on enterprise and consumer products for Volkswagen Group, VfL Wolfsburg, and Volta Trucks. Specialized in React, Next.js, TypeScript, and scalable frontend architecture, with strong focus on design-system-driven UI, performance, and maintainability. Comfortable translating product requirements into polished, production-ready interfaces through close collaboration with cross-functional teams.

## PROFESSIONAL EXPERIENCE

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### GRAPHICS BY ÅSA - FOUNDER

Jun 2017 - Present

#### Senior Frontend Consultant

Jun 2025 – Present

Frontend consultancy focused on high-converting, SEO-optimized websites and design-driven web applications for startups and service businesses.

- Design and development of modern web platforms using **Next.js, React, TypeScript**
- Strong focus on **UX/UI, performance, accessibility, and conversion**
- Architecture of scalable frontend solutions using **headless CMS, Sanity**
- End-to-end delivery: concept, design, development, deployment, and optimization
- Close collaboration with clients to translate business goals into technical solutions

**Tech:** Next.js, React, TypeScript, Node.js, Tailwind CSS, Sanity, Figma

#### Graphic & Web Designer

Aug 2017 – Jul 2019

Freelance designer delivering branding, graphic design, and websites for small businesses and entrepreneurs.

- Branding, graphic design and marketing materials
- Web design and WordPress-based websites
- 3D and motion design for digital media

**Tools:** Photoshop, Illustrator, InDesign, Blender, WordPress, Premiere Pro, Sketch

### HEXAD SL - FRONTEND DEVELOPER / UX ENGINEER

Jul 2019 - Jun 2025

Frontend developer working on long-term enterprise and consumer products for international clients. Contributed beyond pure development by supporting UX decisions, architecture, and team coordination.

- Developed **web and mobile applications** used by thousands of end users
- Worked across **React, React Native** and design systems
- Implemented complex user flows under **legal, accessibility, and brand constraints**
- Contributed to **design systems, component libraries, and frontend architecture**
- Collaborated with designers, backend teams, product owners, and stakeholders
- Supported onboarding and mentoring of junior developers
- Experience in **Agile environments** with Jira, CI/CD, and long-lived codebases

**Key Clients:** Volkswagen Group, VfL Wolfsburg, Volta Trucks

**Tech:** React, React Native, JavaScript, TypeScript, Redux, Next.js, Tailwind CSS, Jest, Git, Agile, Jira, Figma

### GRANT THORNTON - JUNIOR FRONTEND DEVELOPER & UI/UX DESIGNER

Dec 2018 - Jun 2019

Frontend development of internal enterprise tools aligned with strict company regulations and legal requirements.

- Built internal React applications with **TypeScript**
- Designed UI/UX flows adapted to corporate processes
- Collaborated with internal stakeholders to ensure compliance and usability

**Tech:** React, TypeScript, Node.js, Docker, Agile, Adobe XD

## SWEDISH-SPANISH CHAMBER OF COMMERCE - DIRECTOR

Apr 2014 - Jul 2017

Contracted to run and digitalize the Chamber's operations. Led digital transformation initiatives, Community management, Online marketing, Organization of international networking events, Public relations and international stakeholder coordination.

## NON RELATED EXPERIENCE

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Founder & Creator of Tech Beach Mama (2025-Present), Technical support at Brother Project by Sellbytel (2013-2014), Product Design and Innovation at Tambakunda (2012-2013), Co-founder of ViLetarUpp.se (2010-2012), Air hostess at Spanair (2003-2012), R&D Pod Engineer at Rolls-Royce AB (1999-2002), Research Associate at Chalmers University sponsored by Volvo and SAAB (1999).

## SKILLS

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JavaScript, TypeScript, React, React Native, Next.js, Redux, Tailwind CSS, Node.js, Jest, React Testing Library, Git, Vercel, Sanity, Firebase, Agile, Jira, Unit Tests, CI/CD

## EDUCATION

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### **Introduction to Computer Science CS50 – Harvard University, edX Certificate**, Jun – Dec 2020

Abstraction, algorithms, data structures, security, software engineering and web programming: C, Python, SQL, CSS, HTML, Javascript

### **Full-stack Web Developer – Ironhack**, Barcelona, Sept – Nov 2018

Frontend design and backend architecture Bootcamp. Web development MERN: JavaScript, MongoDB, Express, React, Node.js

### **Master of Digital Communications in Engineering Projects – CIM Foundation and UPC**, Barcelona, Aug 2012 – Jul 2013

Product Design and Project Management. 3D renderings and animations in CatiaV5, SolidWorks, Blender, Sketch-Up.

### **Graphic Design – distansskolan.se**, Aug 2012 – Aug 2013

Graphic Design studies using Dreamweaver, Photoshop, Illustrator, InDesign and Flash.

### **MSc in Industrial Engineering and Technical Design – Luleå University of Technology**, Sweden, Aug 1993 – Jun 1999

Ergonomic Design, Product Design and Industrial Design of machinery considering ergonomic aspects.

## SELECTED PROJECTS

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### **VOLKSWAGEN GROUP – VW Connect / We Connect**, React & React Native

- Enterprise-scale applications connecting vehicles with customer services
- Strict adherence to brand design systems and legal requirements
- Long-term maintenance in a multi-team environment
- High-reliability user flows used across Europe

### **VFL WOLFSBURG – Official Mobile App**, React Native

- Early-stage development and later long-term maintenance
- Built reusable UI components and navigation flows
- Stabilized and improved a mature production app with a large user base

### **VOLTA TRUCKS – Design System & Component Library**, React

- Refactoring fragmented UI into a unified design system
- Improved scalability and maintainability
- Prepared frontend foundation for micro-frontend architecture

### **TECH BEACH MAMA – Educational & Content Platform**, Next.js

- End-to-end design and development of a conversion-focused platform
- Performance-optimized, scalable frontend architecture
- UX/UI focused on trust, clarity, and audience growth

### **CG CONSULTING – WordPress to Next.js Migration**, Next.js + Sanity CMS

- Full Full rebuild of a legacy WordPress site into a modern headless frontend
- Improved performance, SEO, and maintainability
- Production-ready client-facing platform