



Anders Gram

Senior UX Designer

Sandnes, Norway

anderson.gram83@gmail.com

https://andersgram.no

+47 926 50 922

linkedin.com/in/andgram

Professional Summary

Senior UX Designer with six years in design and twelve in IT. The past four years have been in financial services at Storebrand Asset Management, working on products used by tens of thousands of people daily who depend on things working without friction.

I work across the full process, from early research through to code in production. Outside of work I build personal tools and explore new technology because I genuinely enjoy it. That curiosity carries into how I approach work: understanding what we are building, why it matters, and whether it is actually solving a real problem for real people.

I often go beyond my role: speaking at events, mentoring students through Storebrand Sandbox, helping pioneer Shape Up at Storebrand and championing the value of UX where it needs to be heard.

When it is easier than ever to ship something that looks finished but does not work for anyone, connecting user needs and business goals has never been more important. That is what I want to help companies solve.

Work Experience

Storebrand

12/2024 - Present

Senior UX Designer

Stavanger, Norway

Dedicated UX designer on the SAM Web project, a key strategic priority for Storebrand Asset Management. Small team, end-to-end ownership from first insight to production code.

Fund Platform & Web - Storebrand Asset Management

- Delivered through AI-assisted competitive research, stakeholder workshops, user testing and information architecture with particular focus on fund pages and fund lists. Semantic token structure and hands-on production code now serving several thousand daily users.

Website - Delphi Fondene

- Used the same foundation to deliver a brand new website for Delphi Fondene. Contributed directly in code from CMS components and design tokens to accessibility fixes. Stakeholders praised both quality and pace of delivery.

App Feature Delivery

- Shipped orders and transaction history to the SKAGEN app, one of the most requested features from direct user feedback. Closed a significant feature gap and gave users the investment visibility they had been asking for.

Shape Up Ambassador

- Part of the first team to adopt Shape Up at Storebrand. Helped define how we designers work effectively within focus periods, an approach now used across the organisation.

Student Mentorship

- Mentored a small group of selected students through Storebrand Sandbox, a 6-week internal innovation program. Travelled to Lysaker to support final preparations and a company-wide presentation attended by top Storebrand leadership, received strongly on AI in fund savings for SKAGEN users.

UX Lead

09/2023 - 12/2024

Led a two-person design team across the SKAGEN app and customer investment platform. Mentoring, guiding and making the final design calls.

Website - Portfolio Insights

- Built the portfolio insight page from scratch in a single 6-week Shape Up cycle, giving users a clear overview of their entire portfolio across accounts for the first time. Now one of the top 2 most visited pages on the platform, used by advisors daily in client conversations.

Website - Savings Feature

- Designed a savings nudge feature with the team that became one of the most commercially successful initiatives on the platform. Presented the full story myself at company townhall as direct proof of UX driving both user value and business revenue.

Advisor Dashboard

- Designed an internal advisor dashboard with multiple tools, with advisors reporting around 20 minutes saved per case. One advisor grew from zero to 300 customers in two years, partly attributing that growth to the tooling.

App Redesign

- Helped lift SKAGEN app store rating from 2-3 to 4.6 across multiple redesign cycles, without resetting existing reviews. Now serving 10,000+ daily users.

Website - Shareholder Voting

- Shipped a digital shareholder voting system, replacing a heavy manual process and delivering clear business value through full digitalisation.

UX Designer

02/2022 - 09/2023

UX designer on customer-facing products for the SKAGEN app and investment platform. First role in financial services.

Website - Onboarding

- Redesigned the investment platform onboarding using a full Double Diamond process, including a creative Dugnad-inspired approach to recruit real target-demographic users. Customer service reported significantly reduced friction post-launch.

App Onboarding Feature

- Built the first ever onboarding for the SKAGEN app, enabling new customers to sign up directly for the first time. Around 25% of new customers now onboard through the app.

Professional Growth

- A period of real learning, navigating technical debt, team dynamics and the realities of design to development handovers in a large organisation.

Flow Retail (formerly EM Software Partners AS)

07/2020 - 02/2022

UX Designer

Sandnes, Norway

First dedicated UX role, driving a shift from order-based development towards user-centred working in a complex legacy environment.

Field Research

- Conducted research directly with store staff, bringing findings back to the development team to shape what actually got built. Delivered across multiple initiatives including a PIM system, inventory management app, iPad point of sale solution and new web pages.

UX Culture Change

- Recommended bringing in UX practitioners from Olavstoppen and initiated formal UX education at Noroff, helping shift the company towards a more user-centred way of working.

EM Software Partners AS

08/2008 - 07/2020

IT Consultant

Sandnes, Norway

Hands-on role covering technical integrations, payment systems and new store openings.

Technical Foundation

- Built technical understanding across payment terminals, 2nd and 3rd line support and project management. Foundation for the transition into UX.

Norwegian Armed Forces

2003 / 2007 / 2012

Soldier

Norway, Kosovo, Afghanistan

Three international deployments: one year in Kosovo (2003-2004) and two six-month deployments in Afghanistan (2007 and 2012)

Domain Knowledge

Financial services: Investment products, savings, funds, advisor workflows and customer-facing platforms at scale

Retail: In-store operations, POS systems, inventory management

Personal Projects

Personal side projects where design meets code. Built with AI as a coding partner to see what is possible to achieve by trying and failing.

andersgram.no

Personal Portfolio & Resume Site (Claude)

Built with Next.js, Tailwind and Vercel. Personal portfolio and resume site

Datakart.no

Exploration & Development (Claude)

Norwegian open data visualised across interactive maps. Built from scratch, without paid APIs or services.

Icarus

Interactive CV (Phaser 4 & Next.js)

A CV you play through: seven chapters told as a D&D story set in a fantasy world.

Table Tennis Tracker, Workout Tracker & WCAG Tools

Personal Fun Side Projects (Cursor)

Simple productivity apps. A fun way to explore the possibilities with the use of AI at an early stage

Skills

Design & Research

- Human-centred design
- Information architecture
- User research & testing
- Responsive design
- Accessibility & WCAG
- Prototyping & iterative design
- Workshop facilitation
- Quantitative research
- Storytelling
- Mobile UX

Technical

- Front-end development
- Accessibility & WCAG
- Data structures
- Design systems & tokens
- API understanding
- MCP integrations

Tools

- Figma
- Google Analytics
- Figma Make
- Hotjar
- Miro
- FigJam
- Git
- VS Code

AI & Working Methods

- Claude
- Cursor
- v0.dev
- Cross-functional collab
- Stakeholder mgmt
- Deep Research
- Shape Up
- Mentoring

Education

Noroff

Vocational college degree - Semester grade: A | Exam grade: A

2019 - 2022

Completed part-time while working full-time

Volunteering & Activities

UX Norge

Ukens Designer (Designer of the Week)

02/2024

Featured as Ukens Designer (Designer of the Week), representing Storebrand in the Norwegian design community.

IxDA Stavanger

Board Member

08/2019 - 10/2024

Organised and led meetups for the interaction design community, both in person and online.

Storebrand Sandbox

Mentor

01/2023 - 03/2026

Multiple years, growing capacity. Candidate interviews through to hands on mentoring. Guided a team to a well received company wide presentation with CEO in attendance.

Storebrand

Speaker

Presented UX work and business value across multiple internal formats, from the main stage and company town halls to UX Pulses and smaller team sessions.