

Johanna Bülling

Staff Product Designer | Product strategy, systems & team leadership

<https://johannabulling.com>

PROFESSIONAL SUMMARY

I bring structure to unclear product spaces, shape direction with teams, and turn complex needs into useful products and reusable systems. My work connects product strategy with hands-on design, cross-functional leadership and mentoring across AI, healthcare and entertainment.

PROFESSIONAL EXPERIENCE

Volvo Cars

Staff Product Designer | April 2024 - Present

- Co-created the Self Service strategy with product leadership, reframing findability around Assistant, Search and Browse. Secured Head of CX sponsorship and helped establish Self Service as a strategic domain.
- Led UX for a shipped specialist assistant and a customer-facing Support Assistant beta in the Volvo Cars app. A specialist V1 test group used the connected assistant daily for more than seven days.
- Created a modular messaging framework and conversational UI library with Brand, giving design, content and engineering a shared approach under strict response constraints.
- Co-authored the Customer Care Product OS and created its Product Brief template, embedding hypotheses and Goal-Signals-Metrics into how initiatives start. Facilitated the cluster mission workshop and coached product partners and designers.
- Partnered with engineering on contextual Browse and AI-assisted design-to-code workflows, using Storybook components and repository guidance to shorten feedback loops. The existing Browse journey serves approximately 800,000-900,000 users monthly.

Kry

Senior Product Designer | 2019 - 2024

- Led Self-Care from opportunity and proposition through initial B2B and consumer releases, then helped pivot the offering towards patients listed with Kry.
- Co-created courses with psychologists and content specialists. Used Stress alpha findings to reshape Sleep around shorter lessons, practical exercises and personalised, rule-based diary feedback.
- Sleep beta lessons averaged eight minutes against a ten-minute intention, with a reported satisfaction rating of 4.5/5.
- Built reusable content and interaction patterns across the course suite, replacing sequential content handover with a collaborative approach to course creation.
- Explored conversational patient and clinician experiences through product vision and interaction concepts.

PROFESSIONAL EXPERIENCE (CONTINUED)

Viaplay AB

Product Designer | April 2017 - August 2019

- Led the big-screen navigation redesign, launched across TV and console platforms in October 2019, simplifying discovery, categories and the path back to the menu.
- Created a unified design system, visual direction and interaction patterns. Refined profile selection and editing for release, and helped develop viewing personality types for the launch campaign with an illustrator.

Magine TV

Product Designer | August 2015 - April 2017

- Designed Magine Pro's white-label OTT platform for global enterprise clients, balancing tailored requirements with a scalable product core.
- Led product design with clients and defined reusable templates and principles for branded streaming services.

Freelance

Graphic & UI Designer | 2011 - 2015

- Designed for clients including Vimcar in Berlin and Xtended Event AB, across brand and digital experiences.

INDEPENDENT PRODUCTS & ENTREPRENEURSHIP

Ora | Independent product creator

Conceived, designed and built a cycle-reflection app around self-knowledge. Shaped the product belief, content system and interface, bringing the working iPhone app to the App Store through AI-assisted development.

Simple Weather | Independent product creator

Created weather experiences that translate forecasts into everyday understanding, using deterministic interpretation and a human editorial system.

Nunc AB | Co-founder & Designer

Designed the physical marble-faced stay-present timepiece, its complete brand identity and website, connecting physical and digital design from concept to execution.

EDUCATION

Hyper Island | Mobile Creative | 2014 - 2015

Jönköping University, School of Engineering | Product Development & Furniture Design | 2010 - 2012
Exhibited work at Stockholm Furniture Fair.

Polhemsgymnasiet | Industrial Design | 2007 - 2010

SKILLS

Product strategy · Cross-functional leadership · Design mentoring · Stakeholder alignment · Product discovery · Conversational UX · AI product experiences · Interaction design · Design systems · Content frameworks · 0-to-1 product development · Prototyping · Figma · Storybook · AI-assisted design-to-code