Anneli Olsen

Anneli is a curious person who has a real passion for understanding users and contexts of use of products and services as well as the business, delivery and manufacturing processes associated with them.
Over the years, this has manifested itself in very diverse work roles. The combined learnings from these have produced a UX professional with insights into things as varied as hardware as well as software development processes, user research, user centered design, workshop facilitation, product ownership, and product release and maintenance. She has a keen eye for details, but also the ability to see the big picture.

Work experience

2017 – 2018	**Crisp AB** Stockholm	**ASSA AB (March 2017 – September 2018)** Acted as the UX team of one as well as Product Owner support at a project developing a cloud based electronic access control (EAC) system and connected hardware. Aided in creating a shared understanding of the scope and priorities for the product team through workshops in user story mapping and design as well as by visualizing concepts and processes. **Tobii AB (January 2017 – March 2017)** Produced the information architecture, design, and general content for the first iteration of the site developer.tobiipro.se which contains information about the TobiiPro SDK.
2013 – 2017	**Tobii AB** Stockholm	**UX Designer and Researcher** Was responsible during two major hardware development projects (Tobii Pro Glasses 2 and Tobii Pro Spectrum) for ensuring that the products were useful and easy to use. In addition, acted as project leader for the design and/or sourcing of all accessories for these products, e.g., cases, boxes, monitors, and other paraphernalia such as cables. Responsible for the design and implementation of a new licensing system for use in Tobii's new software offerings going from a one time license purchase to a software as a service (SaaS). The system required major integration into already existing business systems. This was developed through extensive collaboration with affected stakeholders as well as by researching and mapping the internal business processes. **Product Owner and UX Designer** Acted as the product owner and UX designer for a development team located in Kiev, Ukraine, who was responsible for delivering improvements and bug fixes for Tobii Pro's main software offering at the time, i.e. Tobii Studio. During the time as product owner and UX Designer, Anneli managed improve the release rate from once every six months to once every month by optimizing the release process. She also greatly improved the team's ability to deliver value to the users by educating them about the users' needs and contexts of use.
2009 – 2013	**Tobii AB** Stockholm	**Technical Writer** Wrote hardware and software manuals, white papers and material presented at academic conferences such as ETRA and BritishHCI. **Trainer/Educator** Provided both customized as well as standardized trainings for commercial and academic organisations in how to use eye tracking in their specific context. Also held courses at events such as NordiCHI and EyeTrack UX. **Organizer of customer events (EyeTrack UX)** Responsible for arranging speakers for Tobii's EyeTrack UX conferences 2011 (London) and 2012 (Barcelona and Las Vegas).
2008 – 2009	**Fhios ltd** London	**Lead UX Researcher** Worked in a commercial user research company doing "fixed time - fixed price" usability studies, expert evaluations, focus groups and concept evaluations for brands such as Monster, Halifax, Hotels.com and Zurich.
2006 – 2007	**Open University** Milton Keynes	**PhD Student** Researched how new technology could be used to improve health. Got familiar with concepts like persuasive computing and models of decision making while researching how people decide what to eat and when by using interviews and observing participants during grocery shopping.
2005 – 2006	**IT Universitetet** Göteborg	**Project Assistant** Managed a project about remote diagnostics of trucks where the role of the driver was investigated. Data collection regarding this was mainly done through ethnographically inspired observations of drivers at work by co-riding with them through Sweden as well as spending time with mechanics in a workshop in the north of Sweden.

Public Speaking Engagements

Stating the obvious – en presentation om självklarheter

Lightning talk about common misunderstandings held about UX.

Event: **Agila Sverige 2017** (Stockholm, Sweden)

Important things about user experience design I've learned from my cat

Short presentation aimed both to entertain and educate about basic UX principles illustrated by pictures of cats.

Event: **Interaction 14** (2014, Amsterdam, Netherlands), **UX Open 2013** (Stockholm, Sweden)

Public Courses and Workshops

Co-Created Journey Maps

Workshop about using journey map creation as a way of taking notes and validating findings during user interviews.

Event: **Agila Sverige 2018** (Stockholm, Sweden)

Using eye tracking in web usability testing: 7 different study designs

Beginners course in eye tracking as well as how to design web usability studies to optimize the use of eye tracking data to gain insights into user and customer interactions.

The course was the second iteration of the course held at EyeTrack UX in Leuven 2010.

Events: **EyeTrack UX 2012** (Barcelona, Spain), **EyeTrack UX 2011** (London, UX and Las Vegas, USA), **NordiCHI 2010** (Reykjavik, Iceland)

Baking with Tobii: 7 delicious recipes for successful eye tracking use in web usability studies

Beginners course in eye tracking as well as how to design web usability studies to optimize the use of eye tracking data to gain insights into user and customer interactions.

Event: **EyeTrack UX 2010** (Leuven, Belgium)

Publications

Olsen, A. and Matos, R., 2012, March. **Identifying parameter values for an I-VT fixation filter suitable for handling data sampled with various sampling frequencies.** In proceedings of the symposium on Eye tracking research and applications (pp. 317-320). ACM.

Olsen, A., Schmidt, A., Marshall, P. and Sundstedt, V., 2011. **Using eye tracking for interaction** (pp. 741-744). ACM.

Olsen, A., Smolentzov, L. and Strandvall, T., 2010, September. **Comparing different eye tracking cues when using the retrospective think aloud method in usability testing.** In Proceedings of the 24th BCS Interaction Specialist Group Conference (pp. 45-53). British Computer Society.

Olsen, A., Rogers, Y., and Sharp, H. 2007, **The snap method..**

Olsen, A. 2006, **The growing breach: A study of truck drivers and diagnostics.**, In Proceedings of 29th Information Systems Research Seminar In Scandinavia.

Education

2003 – 2006	IT Universitetet Göteborg	MSc Human Computer Interaction and Interaction Design
2000 – 2006	Chalmers Tekniska Högskola Göteborg	MSc Electrical Engineering

Attended Courses and Workshops

UX Intensive – Adaptive Path

Lean UX – Crisp

Leading UX: Influencing Culture and Growing Teams – Kim Goodwin

Practical Workshop in Facilitation Skills – Crisp

bikablo Basic Visual Facilitation Training – bikablo

Product Discovery – Crisp

Certified Scrum Product Owner – Crisp

Certified Scrum Master – Crisp

Agile Hardware Development – Joe Justice

Scaled Professional Scrum with Nexus Practices – Scrum.org

Praktisk projektledning – Wenell

Languages

Swedish - Native

English - Fluent in written and spoken

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