

ANDREAS IAGO.

PRODUCT DESIGNER — STOCKHOLM, SWEDEN

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Product designer who ships — around seven years across SaaS, agency, and in-house. Lately I design and build products end to end, taking them from Figma to live with Claude Code, with range across product, brand, and systems.

EXPERIENCE

Tomtigo — Founder & Product Designer (independent)

2026 - PRESENT

- Designed and built a live web product for Swedish villa owners — enter an address, see your real plot from the national land registry (Lantmäteriet), and place an attefallshus where it fits — solo and design-led with Claude Code, across 290 municipalities.
- Reframed the product mid-build from owning house models to a maker-aggregation layer; shipped the full flow (browse catalog, place a model, submit) with a Supabase-to-Discord lead pipeline.
- Framed compliance as an honest first read on feasibility (not a legal sign-off), and handled the Lantmäteriet API applications and partnerships.

Nibiru — Product Designer (Lead UX/UI), later Art Director

2025 - PRESENT

- Led design on a cross-chain migration (Polygon → Base): around 10,000 users moved their holdings (~117M tokens) with nothing lost, designing the high-stakes processing, success, and failure states.
- Led UX/UI for the Base dApp and its refined-crystal staking economy; the product became the #1 dApp on Base about a month after launch, sustaining 3,000–4,000 weekly transacting users (5.4M+ AIX staked).
- Stepped up to Art Director after the AD departed — art-directed a 3D artist and a motion designer, and designed the UI for IX Meteora, an in-app game built in Godot.
- Designed and built the ecosystem's marketing sites in Framer — planetix.com (the game), ix.foundation (the staking platform), and nibiru.se (the company) — carrying the product's brand system out to the web.

Clustra — Founder & Product Designer (independent)

2026

- Designed and built an account-based AI buying agent end to end (search → curation → cart → order), with Stripe in a test environment and the AI execution layer running on mock data.
- Designed the ops dashboard that runs the business — order tracking, AI-vs-human handoff, company liquidity, and returns — i.e. product and systems design, not just screens.
- Made the call to pause before launch: the principal-buyer model depends on Stripe Issuing, which isn't yet available in Sweden.

Nationalencyklopedin (NE) — Product Designer

2022

- Designed Learning Paths, letting teachers assemble a tailored course by pulling subjects and materials from across different courses.

Scandic Hotels — Product Designer

2022 - 2024

- UX and UI for Scandic's website and native app, including A/B testing to refine key flows.

Scandic GO — Visual & Graphic Designer

2022 - 2024

- Visual and graphic design for the new Scandic GO web presence and marketing, including newsletter send-outs.

Learnster — Product Designer

2019 - 2022

- In-house product design for a SaaS learning platform — shipped product features and design-system work.

Bröstcancerförbundet — Art Director & Graphic Designer (Berghs degree project)

2019

- Rebranded the organization's identity with more character and boldness; it was adopted and rolled out, and total donations rose 600% after launch.

EDUCATION

Berghs School of Communication

2019

SKILLS & LANGUAGES

Product design · UX/UI · Web design · Design systems · Interaction design & prototyping · Brand & visual identity · Art direction · A/B testing · Design-led AI build (Claude Code) · Figma · Framer

Languages: Swedish (native) · English (fluent) · French (fluent)