

# Martin Christensen

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## I CAN OFFER

- Transitional and transformational coaching
- Agile team coaching
- Mentoring individuals
- Training teams and individuals in Product Discovery, Product Strategy, Lean Startup, Lean UX, Lean/Agile and collaboration
- Assessments
- Workshop facilitation
- Product Discover kickstart

## MY STORY

When I was young, I was certain I wanted to work with computers (although I had only played games on them) so I got myself a computer engineering degree. During my time at the university I found that working for a clear customer was very motivating, so I took a lot of extra courses in user experience and project management. The last course I took at university (in the year 2000) happened to be about Agile user experience processes. My professor helped me get in contact with a company running one of the first Agile projects in Sweden and I did my thesis work there.

This strongly formed my view of both what I wanted to work with, user experience design, and how, collaboratively from start to finish through the whole project and Agile. This viewpoint has always helped me see across silos in my different jobs since then, constantly thinking about ways to help the organisation become more collaborative.

What rang true for me was the values and principles in both user experience and Agile, so my approach has always been mindset/principles-first both when product developing and organisation/team coaching. Helping individuals, teams and organisations to see the whole view during product development, to able to create something valuable, sustainable and very desirable, in a complex world, is my calling. This I have found that I can most effectively and efficiently do by being a coach, mentor and educator.

## TESTIMONIALS

I very much appreciate Martin for his knowing and honest wisdom. He's been able to bring structure to my team without ending up in the one trick pony situation as most of us easily would do. All the sessions he arranged felt very productive without being stressful or animated.

- Joakim Rennerfelt, Senior Producer at King

I worked with Martin and hired him as expert consultant in agile, UX, Product Discovery. He has the excellent skill to combine training and exercises with coaching and mentoring. He trained our RnD department in basic Product Discovery and User Research techniques and combined that with expert coaching of our UX team. I would love to work with him again and strongly recommend his expertise, you won't get disappointed.

- Jagannath Tammeleht, Head of UX & Research at Snow Software

Martin has a brilliant ability to develop the people around him and create good conditions for team collaboration, both as agile coach and UX designer. He is sincere and constructive in his way of questioning and giving feedback, skilled at facilitating retrospectives and workshops as well as good at prioritising and focusing on the right thing at the right time. Martin has helped me tremendously in my development as both UX designer and team member. It is a luxury to work close to a coach who gladly and constructively shares his knowledge and experience.

- Lea Kovac Beckman, UX designer & Art Director at SVTi

No single person has ever helped me develop so fast, in so little time. From being a person with really low self-esteem, and no sense of being an initiator at all, Martin and his words transformed me into a better, more confident human being. I highly recommend Martin for his ability to encourage and aid people when they need it.

- Richard Lund

To read more about Martin, visit [agileux.se](http://agileux.se)

## EXPERIENCE

- **Agile and Product Discovery Coach, Agile UX Impacts Sweden** [2013 – Now]  
Running my own company, working as a freelance Transformational coach focusing on Agile and Product Discovery. (From 2013 to 2018 I worked under the Crisp umbrella, see further down.)
- **Product Discovery Coach, King** [Jan 2021 – Now]  
Helping King's Game Platform teams (specifically Core Platform) with Product Discovery and Agile as a coach, teacher and facilitator.
- **Product Discovery and Agile team coach, King** [Sep 2020 – Dec 2020]  
Helping Candy Crush Soda organisation with Product Discovery through teaching, coaching and facilitating, as well as being Agile team coach for one of the Soda teams.
- **Lean UX, Agile and Product Discovery coach, SVT** [Aug 2018 – Jun 2019]  
Helped SVT Play group transform from individual teams with a strong sense of "I", to one big "WE" team, as well as structuring their way of working around Product Discovery. Read more here.
- **Coach and Mentor, Zington** [Aug 2019 – Jul 2020]  
Coaching and mentoring UX consultants within Zington Xperience. Part-time external teaching, facilitation and coaching. Larger external clients:
  - **Product Discovery & LeanUX Coach, King** [feb 2020 – Jun 2020]  
Teaching Product Discovery and LeanUX for the King Shared Tech organisation and Candy Crush Soda teams.
  - **Agile Transformational Coach, Genero Solutions** [Jan 2020 – Now]  
Helping the whole Genero company to solve their growth problems by transforming into a more agile and collaborative organisation, including coaching the leadership team. Read more here.
- **Agile UX Consultant, Crisp** [2013 – 2018]  
Worked as a consultant in the Crisp network, focusing on Agile and UX coaching, product owner support, UX strategy and design, as well as educating in Lean, Agile, UX, Product Discovery and Product Development.
  - **Agile & Lean UX coach, Snow Software** [Jan 2017 – Jun 2018]  
Helped introduce Product Discovery to key people in the company, such as product managers, sales leads and tech leads, as well as coaching and mentoring a group of UX and research people. Also taught UX methods to cross-functional delivery teams. Read more here.
  - **Agile & Lean UX coach, SVT** [Aug 2017 – Jun 2018]  
Helped the new SVT Sports app team with becoming highly effective and efficient through creating a strong culture of collaboration and a clear LeanUX process. Read more here. Also worked as an agile team and collaboration coach within SVT Children's department, both with journalists and developers. Read more here.
  - **Teacher Agile & Lean UX, Nackademin** [Nov 2017 – Dec 2017]  
Taught courses in Agile (including Scrum, XP, Kanban), UX (including Design Thinking) and Lean UX (including Lean Startup) for two classes of UX designer students
  - **UX coach, AcademicWork** [May 2017]  
UX coach for a development team, teaching and coaching Lean UX.
  - **Agile coach, GfK NORM** [Apr 2017 – Dec 2017]  
Agile coach for a development team, teaching and coaching Scrum, collaboration methods and culture. Read more here.
  - **UX designer, Agile coach, UX strategist, Bonnier News/Expressen** [May 2015 – Dec 2015, Sep 2016 – Mar 2017]  
Agile and Product Discovery coach for a large development team, helping build an internal publishing tool both through being a UX strategist and helping the team collaborate.

- **User Researcher & UX designer, Travellink** [May 2014 – May 2015]  
User research and redesign of a tool for business travel booking.
- **UX Designer & Coach, Magine** [Feb 2014 – Apr 2014]  
Coached a team to collaborate with other teams, as well as helping out doing UX design for the purchase flow of the Magine TV app.
- **UX Coach, Qwaya** [Aug 2013 – Mar 2014]  
Coached a few individuals in user research / UX interview techniques and how to facilitate different kinds of UX workshops. Read more here.
- **UX Researcher & Designer, Episerver** [Aug 2013 – Oct 2013]  
Researched and designed a new search app within the EPiServer CMS system.
- **Product Owner and UX Designer, EPiServer** [2013]  
Responsible for the user experience in EPiServer CMS (version 7.5). Conducted user research and usage test to validate new functionality. Created interaction design for this new functionality. Acted product owner to give maximum support to the CMS team. Coached that team and other in agile methodologies, mainly continuous improvement.
- **Senior Usability Expert, Cint** [2010 – 2013]  
Responsible for the UX process, creating and presenting UX deliverables and metrics, acting as product steward together with product manager, working closely with agile teams and doing usage tests with clients. Helped deciding minimum viable products and releases using Lean Startup and Lean UX methods. The role was part product (and UX) design strategist, part user researcher and part interaction designer. Also helped out with agile work processes and general problem solving.
  - **Product Design Expert, Reachr** [2012]  
Helped with starting up the product design using Lean Startup methods, conducted user research, validated the minimum valuable product with usage tests, created interaction design, and acted as a product discovery guide during the startup phase.
- **User Experience Consultant, Kentor** [2010]  
Assigned to **Swedish Pensions Agency** as an interaction designer and requirements analyst, working in an agile team with a new web service concerning housing supplements for pensioners.
- **Interaction Designer Hitta Mäklare** [2010]  
Interaction design and information architecture for a new version of hittamaklare.se
- **Program Manager & Lecturer, KYH** [2009 – 2010]  
Responsible for managing the 2-year study programme of Agile Web Developer in both Stockholm and Gothenburg, as well as teaching agile (Scrum, XP, Lean, Pomodoro) and usability (information architecture and agile user experience design).
- **Usability Engineer, GE HealthCare AB** [2009]  
User-centred analysis, design and validation of chromatography systems. Agile planning and coaching (mostly Scrum).
- **Agile Project Manager & Interaction Designer, Astando** [2008]  
Requirements analysis in agile projects and GUI evaluations.
- **Lecturer, Department for Science and Technology, Linköping University** [2002-2008]  
Head of a bachelor of science education programme aiming towards mobile services. Teaching user experience design, usability, interaction design, traditional and agile systems development (mainly Extreme Programming), foundation language programming (in Ada), web development (in HTML/PHP) and software quality. Educational design and planning.
- **Teacher's assistant, Department for Computer and Information Science, Linköping University** [2001]  
Assistant in Software Engineering and Ada-programming
- **Thesis Worker, Xpedio Linköping Ubiquitous Research Center** [2001]  
Thesis work about measurable usability goals and prototyping for mobile phones

## EDUCATION

- **Wardley mapping**, Ben Mosior, Online [2021]
- **Integral Coaching Fundamentals**, Chris Alder, Integral Coaching Canada, Online [2021]
- **Agility in the Enterprise (ICP-ENT)**, Michele Madore, Trans4mation, Stockholm [2020]  
Enterprise transformational coaching mindset and methods, Agile Integral.
- **Certified SAFe 5 Agilist**, Stockholm [2019]  
SAFe foundation course
- **Leadership Agility from the inside out**, Michael Hamman, Stockholm [2019]  
Transformational leadership through sense-and-respond methods
- **Coaching Agile Teams 2.0 (ICP-ACC)**, Agile Coaching Institute, Stockholm [2017]  
Agile coaching certification course
- **Bikablo Basic Visual Facilitation**, Bikablo Akademie, Stockholm [2017]  
Facilitation course in visual thinking, learning, and collaboration
- **Training from the back of the room**, Crisp, Stockholm [2014]  
Facilitation course in participant driven and experience based learning
- **Customer-centred Service Design**, Transformator Design, Stockholm [2014]  
Service elicitation and customer insight gathering using Service Design methodology
- **Certified Product Owner**, Scrum Alliance, Stockholm [2013]  
Scrum terminology, practices, and principles to be enabled to fulfill the role of Product Owner on a Scrum team.
- **UX Week, Adaptive Path**, Amsterdam [2011]  
Focus on user experience strategy and design.
- **Courses at the educational programme for Cognitive Sciences**, Linköping University [2000]  
Profile courses towards Extreme Programming, cognitive psychology and usability
- **Bachelor of Science in Computer Engineering**, Linköping University [1997-2000]  
Major in software engineering and project management
- **Courses at the educational programme for Computer Science**, Linköping University [1996]  
Fundamental programming courses and cognitive psychology

## OTHER MERITS

- **Founder and arranger, UX open**, Stockholm [2011 – 2018]  
Unconference UX open and its offspring.
- **Dance instructor**, [2005 – 2011]  
Freelancing dance instructor in Lindy Hop and other swing dances including arranging dance camps, for Linköping Rhythm & Swing, Ebba Dansklubb, Vasadansarna and Swing på Universitetet.
- **Head of the committee for student reception at Linköping Institute of Technology** [2002-2004]  
Working with questions concerning development of the student reception, education collaborations and equal opportunities for new students joining an education programme at Linköping Institute of Technology