

Per Axbom – CV



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Articles and guides
axbom.com

Books
axbom.com/books

Podcasts: production,
hosting and guest
appearances
uxpodcast.com
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Roles over the years
Accessibility expert
Change leader
Coach
Designer
Digital ethicist
Digital strategist
Facilitator
Interaction designer
Lecturer
Teacher
Trainer
Usability expert
UX researcher
Visual communicator
Web communicator
Web designer
Web strategist

More

 portfolio.axbom.com

Profile

Expert in *digital design* (UX, service design, etc.), *digital strategy* and *accessibility*. Advocate for responsible innovation. Thirty years of experience building and improving digital services. Author of a handbook on digital ethics, and speaks on digitalization in relation to human rights.

Awards

[STIMDI Grand Award](#)

Recipient of the 2016 honorary award from the Swedish Interdisciplinary Society for Human-Computer Interaction (STIMDI).

Selected projects

- Design Lead for the Swedish sports movement's management system, Swedish Sports Confederation (Riksidrottsförbundet)
- Design Lead for the healthcare platform Stöd och behandling (Support and Treatment), Inera AB and 1177 Vårdguiden
- Accessibility expert, Uppsala Municipality
- UX lead for skr.se (Swedish Association of Local Authorities and Regions)

Speaking engagements

Selected as opening speaker for a lecture series on AI and human rights hosted by the Raoul Wallenberg Institute. Also spoke at Human Rights Festival 2023 in Lund, and at Internetdagarna in 2023 and 2025.

Own company

Axbom Innovation AB since 2010.

Advisor and consultant in UX design and digital strategy.

Engaged by 90+ clients in advisory and hands-on roles, including lectures and courses. Predominantly public sector.

Previous employment

XLENT Consulting Group, 2006–2010 • Lumano AB, 2000–2006 • Ericsson Business Consulting, 1999–2000 • Ericsson Data, 1998–2000

Education

- 2016 Leapfrog coach training.
- 2005 Adaptive Path UX Intensive, Berlin.
- 1994 BA, Media and Communication Studies, Jönköping University
- 1992 International Baccalaureate, SSHL.

Specialties

Prototyping, teaching, writing and visualisation (diagrams, infographics and multimedia).