

HI! I AM PATRIK SJERÉN

I AM AN EXPERIENCED
UI / UX DESIGNER
GRAPHIC DESIGNER
CREATIVE DEVELOPER
FRONTEND DEVELOPER
MUSIC PRODUCER

My expertise lies in creating original experiences and scalable design systems that not only look fantastic but also function flawlessly.

www.sjeren.io



PATRIK SJERÉN

UI / UX Designer / Creative Developer / Web Developer

📍 Malmö / Möllan / Sweden

✉️ patrik.sjeren@gmail.com

☎️ 046 (0)736 15 12 20

01 / PROFILE

I am an experienced frontend developer and graphic designer with over 15 years of agency experience. My passion for creating user-friendly and aesthetically pleasing digital experiences drives my work. With a solid background in web development and design, I excel at transforming ideas and concepts into visually appealing and functional user interfaces.

I have worked with both small and large clients since 2006, giving me a broad and versatile experience. My continuous curiosity and eagerness to learn new technologies have made me highly proficient in HTML, React, Next JS, Laravel, Vue, Nuxt, CSS, JavaScript, WordPress, Headless CMS, and more.

I consider myself to be framework-agnostic, meaning I am not bound to or dependent on any specific framework in software development. I have the competence and flexibility to work with various frameworks and can adapt to the needs of each project. This means choosing the most suitable framework for a given project based on its requirements and goals, rather than being limited to a single tool or framework.

I am accustomed to using modern frameworks and tools to build responsive and interactive websites, ensuring a smooth and engaging user experience. This can include Tailwind or Bootstrap for CSS, as well as no-code tools like Webflow or Wix. My current preferences are Next, Nuxt, Laravel, or Webflow. Although I am highly proficient in WordPress, I believe there are better alternatives nowadays, depending on the project.

In addition to my technical skills, I have a strong understanding of UI/UX design principles. I have extensive experience creating visual concepts, logos, and graphic elements that enhance brand identity and create a strong visual presence.

My combination of technical expertise and design skills makes me a unique asset for any project. I look forward to contributing my knowledge and creativity to create innovative and effective digital solutions that exceed user expectations.

In my free time

When I'm not working on design and development, you can find me in the forest or on the beach with my little Jack Russell Terrier, Chaka. Alternatively, I might be busy working on a new music track, as music is where my roots lie. Between 1990 and 1997, I supported myself as a DJ, artist, and producer in the house and techno genres. This journey began after a spontaneous trip to Ibiza in 1989, where I experienced the last Summer of Love, filled with acid house and Balearic beats. This took me around the world a bit, and I even lived just outside London for over a year. I've played at the legendary Rex Club in Paris and had a live gig in Zurich, among other places, but I believe I am more of a studio musician than a live artist. :)



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02 / EXPERIENCE

Svensk Cater / Get a Qlue

Front-end Developer

2023 - 2024

I assisted Svensk Cater, as a consultant through Get a Qlue, in documenting their current tech stack, which consisted of .NET Framework 4.8, Umbraco, Next JS, and Vue JS. I also helped them with various new features and fixed bugs. Additionally, I documented the possible future paths they could take to best upgrade their somewhat outdated tech stack, including suggestions to minimize the number of different technologies used.

Skills

Front-end / .net / Umbraco / MS SQL / React, Next JS, Vue JS, Node, Documentation, System Administration / HTML / CSS / Javascript

First Vision

UI / UX Designer, Front-end developer

2019 - 2023

I worked as a frontend web developer and UI/UX designer at First Vision, where we primarily used WordPress, Laravel, and Vue, but also React and JavaScript. Some of our clients included Funnys Äventyr, Cado Aqua, Champion Generators, Kenneths Däck, Intra, and Konditori Katarina. We also put a lot of effort into SEO to ensure fast-loading websites.

Skills

Front-end / WordPress / Graphic Design / Laravel / Vue.js / React.js / Javascript / Bootstrap / HTML / CSS / PHP / Woocommerce / E-commerce / App Development / Web Development / UI-UX Design / Tailwind CSS / Adobe CC / Git / Laravel Forge / Laravel Envoyer / Node

Webzoo / Great Agency

UI / UX Designer, Front-end developer, Graphic Designer

2008 - 2019

At Webzoo, we primarily worked with a custom-developed PHP CMS, initially in vanilla PHP but later incorporating technologies like React and other frameworks. In the later years, we also worked with WordPress, WooCommerce, and Divi for some customers with smaller budgets.

Skills

Front-end / WordPress / Graphic Design / MYSQL / PHP / React.js / Javascript / Bootstrap / HTML / CSS / Woocommerce / E-commerce / Web Development / UI-UX Design / Foundation / Adobe CC / Git / Responsive Web Design / SEO / Divi

IDMedia / Groovegate

Web Development, Graphic Designer, Entrepreneur

2006 - 2008

I worked as a freelancer primarily with WordPress and Joomla. I started and developed a music download portal, Groovegate, which was built on a custom-developed e-commerce solution in PHP/MySQL. I later sold licenses for this solution under the name iMusic Tools.

Reactive Music / Pitch Adjust

AD, Editor-In-Chief, writer

2000 - 2006

I worked as an Art Director at a small indie record label, music publishing company, and music studio. We also launched an online magazine for club music, Pitch Adjust, (house, techno, drum 'n' bass, and R&B/Hip Hop), where I served as editor-in-chief and writer.

Webfabriken

Webdesigner, Graphic Designer

1999 - 2000

Web developer and graphic designer at a web agency based in Stockholm. The company later relocated to Dalarna.

Skills

Graphic Design / Web Design / Wordpress / Joomla / Print Design / Adobe



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03 / SELECTED WORKS

Front-end Developer

Great Agency / 1999 - 2000

We created a new site for the real estate agent Våningen & Villan using our own PHP CMS and JavaScript. It has since undergone changes beyond what we did, but some features, such as the listing of available houses, remain.

www.vaningen.se

Front-end Developer, UI Designer

First Vision / 2022 - 2023

A new website for Champion Generators using WooCommerce as a product catalog with filter functionality. Together with my team, I also created a product selector for them in Laravel and Vue.

www.championgenerators.se

Front-end Developer, UI / UX Designer

First Vision / 2022

Large product catalog created for Intra AB in Laravel with Bootstrap and Vue for frontend. I initially designed the UX for them in Adobe XD. The site was first built with WordPress and WooCommerce, but with the large number of products, it became too slow. Therefore, we rebuilt it using Laravel, Vue, and Bootstrap.

www.intra.se

Front-end Developer

First Vision / 2022

E-commerce site created for a bakery/café business in Malmö. The backend was developed in Laravel (by our programmer), and I built the frontend using Laravel Blade, Vue, and Tailwind CSS. The design was provided by the client in Adobe XD format.

www.konditorikatarina.se

FLER PROJEKT PÅ WWW.SJERENDEV.SE

04 / SKILLED IN

- Figma
- Adobe CC
- Affinity
- VS Code
- Next JS
- React
- Nuxt
- Laravel
- Livewire
- Vue JS
- Tailwind
- Bootstrap
- Astro JS
- Svelte
- Payload CMS
- Strapi
- Prismic
- Webflow
- Wix
- Framer
- Framer Motion
- GSAP
- Locomotive
- Alpine JS
- MYSQL
- Mongo DB
- SEO Optimering
- GraphQL
- REST API
- Node
- Git
- Github
- PHP
- Tower
- Javascript
- Wordpress
- Woocommerce
- ACF
- Divi
- CSS
- Vite
- UI Design
- UX Design
- Logo design
- Print design
- Planering
- Blade
- Responsiva hemsidor
- Remix
- Headless CMS
- Gatsby
- SCSS
- Grafisk Design
- Kundkontakt
- Branding
- Postman
- Webbutveckling
- Front-end Utveckling
- Wordpress Utveckling
- Mern Stack
- Docker

AND MORE...



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04 / WHAT OTHERS SAY

I've had the privilege of having my professional reputation assessed by Per Frykman. It involved asking a small number of questions to former colleagues, managers, and clients. Here's a summary of the responses:

PROFESSIONAL REPUTATION - PATRIK SJERÉN

The key factors that build your reputation and were mentioned most frequently in the responses:

Patrik is dedicated to his assignments; he has a unique ability to see the big picture early on and can elevate a digital product to an exceptional user experience.

Patrik demonstrates strong commitment and wholeheartedly engages in his tasks to resolve them in the best possible way. With a strong customer focus, he genuinely cares about ensuring customer satisfaction with the end result and dedicates time to the details that add that extra touch.

Patrik is solution-oriented, creative, innovative, and deeply listens to what the client wants, offering suggestions and ideas. He engages with the team, participates actively, is eager to learn new things, and is easy to collaborate with. Leveraging his extensive expertise in programming and graphic design, Patrik always prioritizes quality and user experience.

Patrik manages all client communication directly, from initial discussions to delivery and rollout of the final product. With his unique ability to see the big picture early in a project, he can solve problems whether they involve technology, interfaces, or design. He is both creative and brave, always aiming to find the best solution for the customer, and he is an excellent colleague.

Patrik is devoted to his mission; he is attentive, meticulous, identifies and communicates risks clearly. He is dedicated to his tasks and quickly absorbs new knowledge, demonstrating high delivery capability. With his calm demeanor and gentle personality, he never stresses out and remains responsive to changes.

He shows a technical curiosity and is constantly seeking to evolve, positively paving his own way. Patrik demonstrates camaraderie with his colleagues and willingly shares his knowledge to deliver the best results. He combines his specialist expertise with a humble and inclusive approach.

Patrik has a strong customer perspective with a holistic view and exudes calmness and confidence in his presence. He is a significant asset to both his colleagues and the companies or projects he works on. Patrik identifies new solutions and provides customers with a unique opportunity to see the project as a whole, resulting in superior outcomes. He can elevate a digital product to an exceptional user experience.

This compilation is based on anonymous responses from colleagues and clients in December 2023, analyzed by Per Frykman - Founder of Reputation Mastery™ - per@reputationmastery.se