Hugo Löfquist — product designer

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Product designer with a fintech background. I spent 5 years at a neobank with 60 million users, working on cards, cashback, transfers, and payments. Now I'm building my own product, Underhype — a trip planner with a budgeting tool.

EXPERIENCE

2026 — Present
Product designer (and owner) at Underhype
A trip planner for US, UK, and German travelers in Sweden. I do the research, design, and copy, and build the frontend myself.

- Shipped the web app in 4 months. MVP went live in September 2026.
- Ran user interviews and usability tests. People got bored clicking through setup before seeing a single tip, so I redesigned the planner from scratch to show results right away.
- Ran JTBD research to shape the roadmap and prioritize features.
- Designed a budget tool: it forecasts daily spend by traveler type, lets you set a limit, and clearly marks estimates, missing data, and error states.
- Built recommendations, filters, and the budget tool as one shared component system across 3 cities.
- Turned the web app into native iOS (SwiftUI, Human Interface Guidelines) and Android (Material Design 3) apps. Same features, each built the way its platform expects. Coming to app stores in 2027.
- Built a design system that works across web, iOS, and Android: one set of tokens, Figma components, variants, and variables.
- Use AI tools (Claude) to explore options, build coded prototypes, and sum up research. I check every output — AI is fast, but it's often generic or just wrong.

2023 — 2026
Product designer, freelance
Designed sites for small businesses in Framer. Built a reusable design system so owners with no tech background could run their own sites. Connected live data (like Google Sheets for prices) and kept every build on the cheapest hosting plan — 3× cheaper for clients.

2018 — 2023

Lead UX writer at Yandex (Fintech, enterprise)

A neobank with 60 million users and a thousand employees. Think of it as PayPal on steroids: an e-wallet with debit cards, cashback, and more.

- Made complex financial and legal info easy to understand. Rewrote speeding and parking ticket info from legal-speak into short, clear messages — ticket payment conversion went up 10%.
- Worked on core B2C flows: debit cards, cashback programs, money transfers, and bill payments.
- Ran research with UX researchers and PMs across all product teams: surveys, user interviews, and industry data.
- Worked with product managers and designers through the whole cycle, from the problem to launch.
- Pitched ideas to senior PMs and defended decisions with legal, compliance, and support leads — it's a regulated product, so every word mattered.
- Set up content rules across teams: guidelines, naming, tone, and component rules for the design system.
- Worked with CD Projekt Red and VISA on a Cyberpunk 2077 mini-game inside the banking app: quests, actions, and in-app text.

EDUCATION

BA in Linguistics, 2013 – 2017

English: C1, Cambridge English, in-person exam, 2025

SKILLS

Figma (Auto Layout, components, variants, variables) • Framer • Prototyping • Interaction design • Usability testing • User interviews • JTBD • Product analytics • Design systems • iOS (HIG, SwiftUI) • Android (Material Design 3) • Accessibility • AI-assisted design (Claude) • HTML/CSS