

01 · Kaisa Berg



Kaisa Berg

Product designer / UX designer

Where Stockholm Email berg.kaisa@gmail.com Portfolio kaisaberg.com

- UI
- UX
- User research
- Graphic design
- Copy

02 · Skills

- # UX/UI
- # Prototyping
- # User research
- # Design systems
- # Figma
- # Adobe Suite
- # Motion design
- # Graphic design
- # Copywriting

03 · Languages

- Swedish
- English

04 · Education

- Digital Media Production

Umeå University · 2011-2014
- Digital Marketing

Hyper Island · 2020

05 · Profile

Product/UX designer with ten years of experience shipping complex SaaS products end to end. Design owner on most projects, working directly with developers, product managers and clients. Comfortable being the only designer on a team, and equally interested in joining a team where I can collaborate with design peers.

06 · Selected projects

[More on kaisaberg.com](#)

Live-broadcast pipeline for di.se

[Bonnier](#) · 2026 · [Desktop](#), [mobile](#)

A live video broadcast product built for Dagens Industri (Sweden's biggest business newspaper) to let listed companies stream their quarterly report presentations to investors. I led design across producer tools, viewer surfaces, sign-up flows and embeddable video channels in a year-long partnership with Bonnier News's team.

Video platform redesign

[Qbrick](#) · 2021 · [Desktop](#), [mobile](#)

Full redesign of Qbrick's core video platform, used by 100+ business customers across the Nordics. As lead designer, I redesigned every core interface (dashboard, video library, video and player settings, channel management, user profiles).

Interactive video editor

[Qbrick](#) · 2023 · [Desktop](#)

Self-serve interactive video editor for non-experts. I led design across the node-based scene organizer, drag-and-drop widget canvas and per-widget settings panel. Today, hundreds of interactive videos have been built with it across e-learning, retail, real estate, banking and beauty.

Design system

[Qbrick](#) · 2025 · [Desktop](#), [mobile](#)

Qbrick's first design system, built from the ground up. Figma library with a semantic token system, light and dark modes and components covering the platform's core needs. Now the foundation for all new design and development across the platform.

07 · Experience

Lead product designer & Marketing co-ordinator

Qbrick · 2018-present

Swedish B2B video platform for on-demand and live streaming.

Joined as sole designer and grew the scope of the design role as the platform and product portfolio expanded. Responsible for design across all customer-facing and admin products, from feature exploration through production. Also owner of Qbrick's marketing coordinator responsibilities, running the website, campaigns across Google, Meta and LinkedIn, the monthly newsletter and event coordination alongside design work.

More platform work, beyond the selected projects

Video player Desktop, mobile

Led the design for the interface and interaction model of a WCAG-compliant video player supporting ads and interactive elements. Used and tested by the Swedish government.

Live manager Desktop

Led the design for the operator interface of a live production tool used to run studio streams, with connected surfaces for interactive scenes, meetings and live captions.

Transcriptions & subtitles editor Desktop

Led the design for a speech-to-text editing tool for generating and correcting transcripts and subtitles.

Video portal builder Desktop

Led the design for an editor used to create branded video channels with hero video, playlists in a selection of layouts, CTA banners and social links.

Browser-based video editor Desktop

Led the design for a lightweight in-platform editor for video trimming and graphics work (text, images).

Alongside employment

Design consultant, freelance

Sokigo (Addnode Group) · 2015-2023

2015-2018 Animated videos and mascot design (“Atom”).

2020 Logo, custom illustrations and UI design for the product Nova.

2023 Complete UI design of the AlkT platform.

07 · Experience, continued

UX designer & Social media manager

Ucast · 2015-2018

Swedish B2B video editing platform.

Sole designer on Ucast's web-based video editor. Designed the full editing experience from the ground up: timeline, tool panels, upload flows, media management and export. Built the underlying component library and interaction patterns to support ongoing development. Worked directly with the product manager on feature definition, user testing and iteration. Also responsible for the company's social media communication, marketing and website.

Motion designer & Video editor

Vidcom · 2015

Swedish video production company.

Produced motion graphics and edited video for client projects.

08 · Contact

Let's talk.

 berg.kaisa@gmail.com  kaisaberg.com