

Anders Hansen

Date of birth: 31.05.1971
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Product designer and strategic thinker with special knowledge and extensive experience within the fields of micromobility and consumer electronics. Several years of professional experience from Sony Ericsson / Sony Mobile, Philips Design, designing and developing micromobility solutions at Urban Sharing. Experience from in-house design departments, design consultancies and start-up organizations, and extensive experience in how to develop international brands through the strategic use of design.

- 2020 - **Co-founder and Head of Hardware, Wheel!, Norway**
Subscription service for electric cargo bikes in Oslo, Norway
- 2017 - 2020 **Hardware Design Lead, Urban Sharing, Norway**
Designed and developed a world-class bike sharing system for several European cities like Edinburgh, Trondheim and Bergen, together with external and internal hardware, software and firmware resources. Managed external hardware consultants and suppliers and also handled sourcing and supply chain during the development and production ramp-up phase.
- 2016 - 2017 **Senior Project Manager, New Now, Norway**
In charge of design of development of several projects and consumer products launched in 2016 and 2017.
- 2014 - 2016 **Strategic Advisor, The Norwegian Center for Design and Architecture, Norway**
Main role is working towards the Norwegian industry and bridging the gap between business and design and communicating the full potential of a human centered approach and design methodology. Have worked with start-ups, established companies and within the public sector and have helped establish and facilitate many successful projects. Among those projects have been the company Heymat and the design competition held for Norwegian Passports and ID-cards, the result of which gained worldwide recognition.
- 2011 - 2014 **Founder and designer at Studio Hansen, Norway**
Established and lead a design consultancy with both national and international customers. Projects included innovation projects for Philips Lighting and conceptual work on new range of products for Cisco, Norwegian company Wilfa and own-initiated projects.
- 2009 - 2011 **Head of Creation Design, Sony Ericsson, Sweden**
As Sony Ericsson moved from proprietary platforms to the open Android platform in 2009, accessories became a more important and integral part of the Sony Ericsson offering. Leader of a multi-disciplinary team of designers and responsible for delivering portfolio products and drive concept development within the accessories category. Team included industrial, graphic, color and material, and interaction designers. Several products we planned and designed during this time, received the Red Dot and IF Awards.

2006 - 2009

Senior industrial designer, Sony Ericsson, Sweden

Project lead and designer on a several phones and accessories for the global market, like the W200, G900, C905 and Xperia X10 Mini Pro. Part of the small team, which in 2008-09 redefined the Sony Ericsson design strategy and design language, based on the switch to the Android platform, and which would provide the basis for a strong, consistent story for Sony Ericssons offerings. During those years I was also involved in defining the Sony Ericsson Cybershot design strategy and co-ordinating the design of all accessories products. Several of the products I was involved with, was awarded the Red Dot and IF design awards.
www.sonymobile.com

2003 - 2006

Senior industrial designer, Philips Design, The Netherlands

Working with various groups within Philips; Philishave, Kitchen, Floor-care to name a few. Worked on both pipeline projects and long-term strategic innovation projects and also worked extensively with consumer insights as input to defining propositions. Designed several concept which would later turn out to become successful products, like the Philishave Arcitec and products in the Senseo range.
www.design.philips.com

2000 - 2003

Senior industrial designer and partner, Hareide Design, Norway

Lead designer and project lead on several award-winning projects. As a small upstart consultancy, had a lot of responsibility from day one. Pitch for potential customers, run and manage projects and handle client relationship. Main projects I was in charge of included Scandinavian clients like Startloop, AutoSock, Viking Footwear, Vest Bus, Elko and Haglöfs. Startloop and AutoSock both won design awards and are both included in the permanent collection of Moma. Hareide Design was, during the first years, the most awarded design consultancy in Norway.
www.hareidedesign.com

1999 - 2000

Design consultant, Norway

Worked with various Norwegian start-ups and companies, like the Norwegian Broadcasting Corporation and International Coffee Systems.

Education

2009 - 2010

Leadership training, Stockholm School of Economics

2006 - 2008

Project management and communication, Sony Ericsson training

1995 - 1996

National College of Art and Design, Dublin

1993 - 1998

Diploma in Industrial Design from The Oslo School of Design and Architecture

Awards

Numerous awards, including several IF Awards, Red Dot and Norwegian Award for Design Excellence, and also products in the permanent collection at the Museum of Modern Art.

Skills

Advanced in 2D and 3D digital design tools, Illustrator, Photoshop, Rhino, Alias
Advanced in physical 3D design tools like different methods of model making and rapid prototyping.

Language

Norwegian (fluent), English (fluent), German (basic)