

AHNIS FRAGA

ahnisfraga@gmail.com • 076 227 9350 • Höglintavägen 27,
Stockholm • [linkedin.com/in/ahnis-fraga/](https://www.linkedin.com/in/ahnis-fraga/)

Profile Summary

Senior UX & Service Designer with 20+ years of experience shaping human-centered digital experiences across telecom, health tech, and public innovation.

Currently at Ericsson's Global Digital Transformation unit, I specialize in **AI-powered workflows, design systems, and enterprise UX strategy**.

Recognized for transforming complex ecosystems into intuitive, inclusive experiences that align **user needs, business goals, and technology** — and for driving AI-first design adoption through storytelling, prototyping, and leadership.

Passionate about the intersection of **design, AI, and inclusion**, creating solutions that are as empathetic as they are efficient.

Core Skills

UX & Product Design

Wireframing • Prototyping (Figma, Framer, Principle) • UI Systems & Interaction Patterns • Accessibility & Inclusive Design • Usability Testing

AI-Driven Design

Human–AI Interaction • AI Workflow Design • Prompt & Data-Driven Design • Ethical AI Principles • Intelligent Prototyping • Linguistic and AI developments (Designing and Evaluating Language Data (taxonomy and ontology)) • Language Model Behavior and Prompt Engineering

Design Strategy & Collaboration

Design System Management (EDS) • Journey Mapping • Stakeholder Engagement • Design Ops • Mentorship & Facilitation

Innovation & Transformation

Service Blueprints for SaaS • Storytelling for Change • Experimentation Culture • Design Thinking Leadership

Experience

Ericsson AB — Stockholm, Sweden

Service Design Manager – Human-Centered AI Design

2022 – Present

- Co-led **AI-powered workflow design** in compliance and employee experience programs, embedding **transparency, accessibility, and inclusivity** principles.
- Designed and scaled **AI-first employee journeys**, improving findability of information by **80%** through automation and intuitive interaction patterns in Ericsson Group Management System.
- Applied **Experience Design System (EDS)** guidelines in the new design for EGMS to translate insights into scalable patterns and interaction models.
- Facilitated **global workshops** on service design in digital transformation, mentoring leaders on **design-driven empathy** and rapid experimentation.
- Acted as an internal **advocate for AI-enhanced design**, connecting research, development, and design operations across business areas.

Digital Transformation Strategist & Service Designer

2020 – 2022 (Ericsson)

- Championed AI-first design thinking in digital acceleration initiatives, focusing on **trust, usability, and adoption**.
- Introduced **rapid prototyping practices** that reduced ambiguity and accelerated executive decision-making.
- Partnered with engineering and compliance teams to translate emerging AI technologies into **usable, inclusive services**.

Kind App (Health Tech) — Stockholm, Sweden

Digital Strategist & Performance Marketing Manager

2018 – 2022

- Designed **personalized digital engagement journeys** in mental health, increasing user engagement by **82%** and conversion by **76%**.
- Collaborated with psychologists to prototype **inclusive learning experiences**, improving user trust and accessibility.
- Implemented automation and personalization, achieving **60% efficiency gains** while maintaining empathetic, human tone in communication.

Rio de Janeiro City Hall (IPLANRIO) — Brazil

Head of Digital Transformation & Innovation for City Services

2011 – 2022

- Led **Pitch Rio**, a public innovation program engaging citizens and entrepreneurs in co-creation to improve municipal digital services.

- Directed a **28-person multidisciplinary team** delivering **data-as-a-service** for the **Rio 2016 Olympic Games**, enhancing real-time responsiveness and accessibility.
- Coordinated international collaboration between **Brazil and Sweden** on **Urban Mobility Innovation Services (UMIS)**.

Federal University of Rio de Janeiro (ITLab) — Brazil

Invited Professor — Digital Transformation & Human-Centered Design

2015 – Present

- Designed and delivered courses on digital transformation and service design with a **95% student satisfaction rate**.
- Supervised master's research on **Empathic AI and inclusive education**.
- Facilitated leadership workshops on **journey orchestration and empathy-driven strategy**.

Education

Malmö University — *M.A. Teaching & Learning in Higher Education* (2022–2024)

Thesis: Rethinking digital space in online programs with Empathic AI to foster connection and inclusion.

KTH Royal Institute of Technology — *Design Thinking Coach, Service Design* (2019)

Stockholm University — *Digital Transformation Strategist* (2019)

Certifications

- ITIL® Service Design (2013)
- ITIL® Expert (2014)

Awards & Recognition

- **Women that Build Awards — Tech Influencer Nominee (2020, 2022)**
- **Curator, Ericsson Spotlight Event Series (2023–2024)** – fostering dialogue on digital transformation and design innovation.
- **Speaker:** TEDx, Microsoft, Rio2C, Swedish Embassy (Topics: Innovation, Data as a Service, Intuition in Leadership).
- **AI Collective Lead in Rio de Janeiro Chapter** and team member in Sweden.