

Terrance Nelson

Senior Product Designer

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Summary

Senior Product Designer with extensive experience making complex digital products clearer, more usable, and easier to build.

During 10+ years at Accedo, I worked across streaming, TV, mobile, web, SaaS, platform tooling, XR, and customer-facing tools for global clients — partnering with product, engineering, and client stakeholders from discovery through delivery.

Core skills

Product Design · UX/UI · Interaction Design · User Research · Usability Testing · Prototyping · Connected TV · Streaming Platforms · XR · Figma · Cursor · ChatGPT

Experience

Accedo

Senior Product Designer

2015 - 2026

Stockholm, Sweden

Led product design across streaming, TV, mobile, web, SaaS platforms, and customer-facing tools for global media, telecom, entertainment, and sports clients.

XR sports experience

- Led design of a live sports streaming XR proof of concept on Meta Quest 3 and Apple Vision Pro.
- Shaped live and post-match viewing with real-time stats, replays, multi-camera feeds, and player data.
- Partnered with product and engineering to ship a working experience on a short timeline.

Kids streaming platform / LEGO TV

- Sole designer for LEGO TV—a TV-first children's streaming product.
- Ran discovery, UX/UI, and usability testing with children to improve clarity and engagement.
- Simplified navigation and content discovery for children using a TV remote.

Streaming platforms

- Streaming work for Paramount+, LEGO, and Deutsche Telekom across TV, mobile, and web.
- Designed operator tools, partner workflows, and streaming platform experiences in close collaboration with PMs, engineers, and clients.

Accedo One / customer-facing tools

- Designed interfaces for Accedo One and related tooling for customers to configure, deploy, and manage streaming across devices and markets.
- Clarified complex platform capabilities for non-technical and semi-technical operators.
- Improved configuration, content, accessibility, and delivery workflows in close collaboration with product and engineering.

Additional contributions

- Design strategy, product direction, and hands-on delivery from concept to launch.
- International collaboration across EMEA, LATAM, and North America.

H&M

Senior Interaction Designer

2014 - 2015

Stockholm, Sweden

Designed consumer-facing loyalty program flows focused on sign-up, reward activation, and customer engagement.

Visma

Senior UX Designer / UX Designer

2012 - 2014

Stockholm, Sweden

Led UX work across enterprise products, including research, concept development, and usability testing.

- Developed concepts, wireframes, and prototypes.
- Conducted user research and validation.
- Designed complex procurement systems.

Sony Ericsson

Interaction Designer / UX Designer

2007 - 2010

Lund, Sweden

Worked on mobile user experiences during the smartphone transition, contributing to interaction design, usability, and interface concepts for mobile products.

- Designed and refined interaction flows for mobile interfaces.
- Created wireframes, concepts, and prototypes for mobile experiences.
- Collaborated with cross-functional teams on usability and product improvements.

Earlier Experience

Northrop Grumman

Usability Specialist

2000 - 2004

United States

Provided usability test support to the Human Factors Research and Development Division of the Transportation Security Administration (TSA).

Appear Networks · Consulting

2005 - 2012

Held UX, interaction design, and consulting roles across mobile, web, and enterprise platforms, translating complex requirements into clear, intuitive user interfaces.

Collaborated with product owners, developers, and stakeholders to define flows, mockups, UX strategy, and consistent UI standards.

Education

Bachelors of Science, Psychology

Ball State University

1992 - 1997