

Terrance Nelson

Senior Product Designer

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Summary

Senior product designer with extensive experience across consumer and business products, mobile, web, TV, SaaS, and emerging platforms. Skilled at turning complex product, technical, and business requirements into clear, useful experiences through close collaboration with product, engineering, and stakeholders from discovery through delivery. Recent work spans customer-facing platforms, cross-device products, live sports, and video streaming.

Core skills

Product Design · UX/UI Design · Interaction Design · Mobile & Cross-Platform UX · User Research · Usability Testing · Prototyping · Design Systems · Complex Workflows · Consumer & B2B Products · Streaming & Connected TV · XR & Emerging Platforms · Figma · AI-Assisted Design Tools

Experience

Accedo

Senior Product Designer

2015 - 2026

Stockholm, Sweden

Led hands-on product design across consumer and business products, SaaS platforms, mobile, web, TV, and XR for organisations in media, telecom, entertainment, and sports.

Magenta TV / cross-platform product experience

- Worked on the evolution of Magenta TV across mobile, tablet, and TV during a long-term engagement with Deutsche Telekom.
- Led hands-on UX and UI design across viewing, discovery, and programme-guide experiences, adapting shared product logic to different devices and interaction models.
- Sole designer for the Apple TV application from initial concepts through implementation.

Accedo One / customer-facing SaaS platform

- Designed interfaces enabling customers to configure, deploy, and manage streaming applications across devices and markets.
- Turned technically complex platform capabilities into clearer workflows for non-technical and semi-technical operators.
- Improved configuration, content, accessibility, and delivery workflows with product and engineering.

XR sports experience

- Led product design for a working live-sports XR experience on Meta Quest 3 and Apple Vision Pro.
- Designed live and post-match viewing combining real-time statistics, replays, multi-camera feeds, and player information.
- Worked closely with product and engineering to deliver the experience within a short timeline for demonstration during UEFA EURO 2024.

LEGO TV / children's content experience

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

Additional contributions

- Remained hands-on across interaction design, high-fidelity UI, prototyping, implementation reviews, and design QA.
- Served as design lead on major engagements including Deutsche Telekom's MagentaTV and Paramount+, while remaining hands-on from discovery through delivery.
- Collaborated internationally across EMEA, LATAM, and North America.
- Mentored designers and helped share design knowledge across projects and teams.

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 consumer mobile experiences during the smartphone transition, contributing to interaction design, usability, and interface concepts across location-based, multimedia, and connected mobile products.

- Designed and refined end-to-end interaction flows for mobile interfaces.
- Created concepts, wireframes, and prototypes that translated technical capabilities into understandable consumer experiences.
- Collaborated with product, engineering, and usability teams to refine product behaviour and interface quality.

Earlier Experience

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.

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).

Education

Bachelor of Science, Psychology

Ball State University

1992 - 1997