

# CV Karl Lofholm

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## About me

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I'm a Product Manager with over 13 years of experience in product development with a background in product management, UX design, and web development. My experience enables me to lead cross-functional teams to deliver high-impact, user-centric solutions. At Kry, I played a key role in scaling Europe's largest digital healthcare provider, launching platforms now used by 5,000+ healthcare professionals. I also co-led the development of AI-driven features, including a solution that reduced nurse chat times by 42%. Outside of work, I enjoy staying active through skateboarding and running, and spending quality time with family and friends.

## Professional Experience

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- 2022 – Present **Kry / Livi, Senior Product Manager**
- Led two core teams in developing tools now used by 5,000+ healthcare professionals across Europe, facilitating over 10 million patient consultations.
  - Managed AI feature development, reducing nurses' chat time by 42% and automating documentation via meeting transcriptions.
  - Launched the clinician platform Kry Pro in three European markets, coordinating six development teams and multiple stakeholders.
- 2019 – 2022 **Kry / Livi, Product Manager**
- Managed the Care SE team at Kry, delivering EMR features that increased clinician efficiency by 80%.
  - Automated administrative processes, cutting lab result handling time from 3 minutes to 5 seconds during the COVID-19 pandemic.
  - Assisted in recruiting and onboarding 30+ team members during Kry's hyper-growth phase.
- 2017 – 2019 **Kry / Livi, Interaction Designer and Front End Developer**
- Redesigned Kry's clinician web application and helped define its long-term vision and strategy.
  - Designed, developed, and managed five external websites across Kry markets, including kry.se that has ranked among the top 100 Swedish sites according to Google and won the Swedish SEO Award in 2019.
  - Served as interim product manager for the new website team, setting the team's vision and strategy.
- 2015 – 2017 **Yepstr, Lead UX Designer and Front End Developer**
- Led UX design across iOS, Android, and web platforms.
  - Managed feature prioritization using qualitative and quantitative data.
  - Helped grow the user base from 0 to 10,000.
- 2011 – 2015 **Mogul, Interaction Designer and Front End Developer**
- Worked as a consultant, designing and developing websites and various web applications.
  - Selected clients include: Volvo, Kungliga Operan, Stena Line, Miljonlotteriet, Telge Energi, Uppsalahem, City of Gothenburg, and Röda Korset.

## University

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- 2009 – 2011 **Master degree**, Interaction Design, University of Gothenburg
- 2007 – 2009 **Bachelor degree**, Informatics, University of Gothenburg

## Skills

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- Managing generative AI feature development
- Creating product strategies and roadmaps
- Project management and defining requirements
- Leading cross-functional product teams
- Agile methodology (SCRUM in particular)
- A/B testing methodologies
- Market research and competitive analysis
- Stakeholder management
- Data analysis and interpretation
- Holding workshops and inspiration sessions
- Coaching and feedback sessions
- User-centered design principles
- Prototyping, wireframing and usability testing
- Front-end development (HTML, CSS and JS)
- Swedish (Native), English (Fluent)