



# Robin Elmersson

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Agile Coach, Product Owner, Scrum Master, Developer

With over 20 years of experience in product development, in the role of developer, Lean UX evangelist, product owner and scrum master, I have developed a pragmatic and patient stance when taking on the challenge of making product development and organizations agile.

I have experience from the medtech and the entertainment industry, with highly different regulations and need for different approaches. From that experience I know that the right mindset for the right job is more important than forcing ideas and frameworks.

I believe that a great product is the product of a great team. I love helping teams find they can be even better **and** have more fun!

## **Employments, assignments & engagements**

### **Agil Coach @ CSAM Health 2019**

Supporting the Scrum team, including the product owner, to set up and continuously improving their process after a major reorganisation. Mob programming sessions was one of the methods used to counter "hero" positions, making planning according to priority and not available skill sets possible.

### **Product Owner @ CSAM Health 2016-2019**

Creating a new software supporting doctors in choosing donor for organ or bone-marrow transplantation. Using the methods set up as UX lead, we could show a product that not only vastly different from what was originally planned, but also supported customer processes better, with major workflow times cut in half and the need for manual labour minimized.

### **UX Lead @ Databyrån 2015**

Setting up and implementing ways of working to achieve a more customer-centric approach to developing, including design guidelines, design studio sessions, customer on-site test environment with continuous deployment and systematic feedback into the development process.

### **Co-founder and co-creator @ Vodeville 2014-**

The need for a better way of finding out what films are available to you on legal streaming fed the idea of Vodeville. The site was created with a small but T-shaped team, using user-centric approaches and continuous deployment to get instant feedback and creating a loyal user base that gets what they need, not what we thought they needed.

### **Developer @ Databyrån 2005-2015**

Full-stack developer responsible for choosing and implementing a new platform and architecture for one of Scandinavia's leading laboratory systems. Engaged in implementing agile ways of working, including Scrum and XP.

## **Education and certifications**

**Certified Scrum Master**, Crisp/Scrum Alliance, 2019

**Teaching from the back of the room**, Dandy People, 2019

**Visualization and graphic recording**, Dandy people, 2019

**Impact mapping**, Crisp, 2017

**Systems science**, Stockholm University, 1996-1998

## **Examples of methods and techniques I bring**

Design studio

User story mapping

Impact mapping

Prototyping

Design guidelines

Pair programming

Mob programming

Test-driven development

Continuous integration

Continuous deployment

Search engine optimization

Responsive web design

Java

Angular

Typescript