Robin Elmersson

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, Finance and Entertainment industry, with highly different regulations and the 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 @ AFA försäkringar 2019.04 - current assignment
Coach Teams, Product Owners and Product Management in Agile ways of working and Scrum, Product Discovery and Lean UX. One part of the assignment has been to work with the 6 teams, starting up mob programming, code quality work, improve flow. Facilitation has been a big part of the work, both activities like retrospectives and sprint planning, but also product discovery activities together with the Product Owners. The other part of the assignment was to create scalable improvement structures between the teams, support learning between the teams and create a way for Product Owners to collaborate. I starting up CoP for Scrum Masters, supported Product Forum and facilitated activities like Impact Mapping and User Story Mapping.

Agil Coach @ CSAM Health 2019
Supporting the Scrum team, including the product owner, to set up and continuously improving their process after a major reorganization. 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 new software supporting doctors in choosing a 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 labor 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 Scandinavias leading laboratory systems. Engaged in implementing agile ways of working, including Scrum and XP.

Education and certifications

Certified Scrum Master, Crisp/Scrum Alliance, 2019

Training 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