



Anton Sten

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I'm a product design leader with 25+ years of experience shaping digital products that improve people's lives. I help teams move from assumptions to clarity—balancing user needs, business goals, and technical reality to build products that work in the real world.

Experience

Studio Anton Sten (Remote / Sweden)

February 2009 - Present

Product designer

Independent consultancy working with global brands on product design, design systems, and design strategy.

- Partnered with companies including IKEA, Herman Miller, Loom, Google, Spotify, and others on digital products and design initiatives.
- Led end-to-end engagements spanning UX, product strategy, design systems, and brand-aligned digital experiences.

Summer Health (Remote / NY / SF)

July 2022 - December 2025

Founding designer → Head of Design

A 24/7 pediatric telehealth service, where I oversee the full design experience—from core app flows to brand, marketing, and design systems.

- Built the product from 0→1 and shaped the parent + clinician experience across app, EHR tools, and AI-assisted care.
- Created the design system and standards used across product and marketing to improve consistency and speed.
- Led research with parents and clinicians, influencing roadmap, feature scope, and overall service quality.

Titan Space (Remote / LA)

Jan - Nov 2022

Acting Head of User Experience

Defined the UX direction and design language for mission-critical interfaces supporting enterprise space experimentation.

- Designed operator and customer experiences enabling routine space experiments on Earth and in orbit.



Early career

Mubito (Malmö, Sweden)

Nov 2008 – Apr 2009

Creative Director

Led design and development at a startup building digital tools for artists and labels, including all four major record labels.

Bates Y&R (Copenhagen, Denmark)

January 2008 – November 2008

Senior Art Director

Led the digital creative team at a major advertising agency, delivering work for Chrysler, Dodge, Danske Spil, DSB, Mercedes-Benz, and Post Danmark.

ANR.BBDO (Stockholm, Sweden)

May 2006 – January 2008

Web Director

Led digital efforts at a major advertising agency, working with clients including Bredbandsbolaget, Mercedes-Benz, Arla, and Folksam.

Starring (Stockholm, Sweden)

May 2004 – May 2006

Art Director

Art direction for clients such as Pfizer, Björn Borg, H&M, and Spray; co-created Spray's Make Love Not Spam campaign, awarded a Swedish Golden Egg.

Projector (Stockholm, Sweden)

August 2002 – May 2004

Art Director

Worked across digital projects for clients including GB Glace, Absolut Vodka, Electrolux, Ben & Jerry's, and EMI Virgin.

Education

IHM Business School - Business Management, 2010

Hyper Island, 2000 - 2002

MUG - Medarbetarutveckling i grupp, 2001

Testimonials

Selected testimonials – <https://www.antonsten.com/testimonials>