



Johan Rosell

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Senior Product Designer based in Copenhagen

Senior Product Designer • Kin AI • Artificial Intelligence

Sep 2025 – Nov 2025 (3 months) / Copenhagen

Kin AI is a personal growth and productivity platform that uses AI to help founders and high performers gain clarity, make better decisions, and turn reflection into action.

- Supported the launch of the app's first monetized version, contributing to core product strategy and feature design.
- Designed an AI-powered board of advisors feature to guide founders and high performers from insight to action.
- Led a full UI/UX redesign of the journaling experience, improving structure, simplicity, and user flow.
- Worked closely with founders and engineers to deliver a cohesive, scalable product experience.

Senior Product Designer • Alvéole • Environmental Sustainability

Jan 2023 – Nov 2024 (1 year 10 months) / Montréal

Alvéole is an environmental technology company that designs and manages urban beekeeping and biodiversity programs for offices, real estate developers, and cities.

- Designed a web platform enabling commercial real estate stakeholders to assess nature-related risks and ESG impact.
- Led user research and usability testing to validate assumptions and uncover workflow improvements.
- Refined information architecture and interaction flows to improve clarity, usability, and engagement.
- Worked closely with the Head of Product and CEO taking the product from 0 to 1.

Senior Product Designer and Founder • Silofit • Sports and Fitness Tech

Jun 2017 – Sep 2022 (5 years 3 months) / Montréal

Silofit is a fit-tech startup transforming underused office spaces into on-demand micro-gyms, accessible through native mobile applications and smart booking systems.

- Led product design from inception, initially serving as the sole designer responsible for native iOS and Android apps.
- Defined end-to-end UX/UI for booking flows, onboarding, and engagement features driving usage and retention.
- Transitioned into Head of Product Design as the company scaled, leading and mentoring a team of two designers.
- Supported business growth from launch to 18 locations across Toronto, Montréal, and Miami.
- Contributed to product strategy during rapid scale, helping secure \$20M in funding and grow the team to 25+ employees.

Product Designer • Jogogo • Retail

Apr 2018 – Jan 2019 (9 months) / Montréal

Jogogo develops data-driven web platforms that provide real-time e-commerce insights for brick-and-mortar retailers, helping them optimize in-store performance.

- Designed a web app providing real-time e-commerce insights for brick and mortar businesses.
- Partnered with the CEO to translate their vision into a tangible product experience.
- Collaborated closely with engineering to ensure the implementation met our quality standards.

Product Designer • MindSea • Information Technology (IT) and Services

Jan 2018 – Mar 2018 (3 months) / Montréal

MindSea is a digital product studio specializing in mobile app design and development, partnering with startups and enterprises to build user-centered products.

- Designed an iOS app for mobile hairdressers to manage bookings and clients.
- Partnered with fellow product designers to elevate the overall product experience.
- Joined client meetings to provide updates and ensure everything stayed on track for delivery.

Product Designer • Ready Education • Education Technology (EdTech)

Jan 2017 – Jan 2018 (1 year) / Montréal

Ready Education provides student engagement and campus experience platforms used by universities and colleges to connect students with digital services and communities.

- Built a design system for a white-label app used across student campuses.
- Designed the company's wordmark.
- Conducted user research and led client calls.

Product Designer • Liquidum Apps • Information Technology (IT) and Services

Sep 2014 – Dec 2016 (2 years 3 months) / Montréal

Liquidum Apps is a mobile product studio focused on designing and developing high-quality consumer applications with a strong emphasis on usability and performance.

- Designed Hexlock, 1M+ installs, featured as Best of 2015 Apps Made in Canada on Google Play.
- Created Play Store assets, marketing materials, and landing pages.
- Worked with product managers to ideate and shape new features.

Visual Designer • Gamesys • Gaming

Nov 2012 – Aug 2014 (1 year 9 months) / London

Gamesys is a global online gaming company building large-scale digital entertainment platforms used by millions of players worldwide.

- UI designs for an industry-leading online entertainment platform.
- Created illustrations for a range of product initiatives.
- Collaborated with illustrators and 3D artists to enhance the visual quality of the product.

Visual Designer • ustwo • Information Technology (IT) and Services

Nov 2010 – Nov 2012 (2 years) / London

ustwo is a global digital product studio launching products and services that make a meaningful impact on the world.

- UI/UX for various clients and in-house projects
- Honing skills in digital product design.