

Martin Siljeklint

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Education

MSc Industrial Design Engineering Aug. 2020 – June 2025
Chalmers University of Technology *Gothenburg*

Program integrating technical knowledge with creative design to solve industrial challenges, emphasizing innovative, user-centered, and sustainable solutions. Based on four core areas: product development and design, mechanical engineering, mathematics, and user studies & ergonomics. GPA 4.34/5.

- Master Thesis: *"Guidelines for Designing User-Centered AI Agents for the Automotive Industry: Under the Hood of Creating an Interface to Support Perceived Quality Evaluation in Automotive Design"* for *Intended Future*
- Bachelor Thesis: *"The Fastest and the Greenest"*: Prospective design of sustainable high-performance racing concept for *Lynk & Co Design*, integrating VR, AR with physical experiences.

Product Design (Exchange Semester) Jan. 2024 – May 2024
The Hong Kong Polytechnic University – School of Design *Hong Kong*

Experience

Project Manager Sep. 2025 – Present
Chalmers University of Technology *Gothenburg*

- Led the development of a new digital platform to launch a new business area expanding Chalmers' education offering to the industry, coordinating the development, as well as with stakeholders and experts..
- Built the platform's MVP, mapping user journeys, shaping the interface, and defining the brand identity to create a clear, attractive, and user-focused experience. Integrated AI solutions to enable intelligent course matching and enhance personalization.

System Developer June 2025 – Aug. 2025
Chalmers University of Technology *Gothenburg*

- Developed AI-driven solutions supporting Chalmers' strategic initiatives and administration, including tools for technology forecasting, skills matching, and automated course structuring.
- Applied modern software development practices, using tools such as Claude Code, Lovable, and Replit to rapidly prototype and deliver functional applications.

Graphic Designer June 2022 – Oct. 2024
JSigned Communication *Remote*

- Designed visuals and concepts for both print and digital media, including campaigns, brand identities, logotypes, and renderings for clients such as *Duni*, *Afriso*, *Packbridge*, and *FC Rosengård*.
- Developed websites and apps, delivering visually appealing and accessible digital products.

Founder & CEO Feb. 2023 – Sep. 2024
Siljeklint Studios *Gothenburg*

- Founded a sustainable streetwear brand emphasizing ethical production and self-expression, managed strategy, branding, marketing, operations, and sales.
- Managed business operations, including strategic planning, branding, marketing, inventory and sales

Freelance Photographer Okt. 2015 – Sep. 2021
Swe Press Photo, Malmö Redhawks, Ski Cross World Cup, Tennisportalen i.a

- Delivered visual content for various companies and events, specializing in sports photography. Recruited by the image agency *Swe Press Photo* and featured media placements in *Expressen* and *Tennisportalen*.