Joakim Strandell

Senior Frontend Engineer & Product Designer

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Profile

Joakim is a frontend engineer and product designer with 20+ years of experience building and scaling web applications. His deep expertise lies in frontend architecture, design systems, and developer tooling – the shared foundations that let multiple teams ship consistently, safely, and fast.

At Stockholm Exergi, his role expanded from product design into owning the frontend architecture across 9+ products over seven years. He architected a React 18+ / TypeScript monorepo, built a 60+ component design system, and created type-safe API tooling – enabling 4 product teams to migrate to a shared stack with 5 more in pipeline. Features shipped roughly 3x faster once teams adopted the shared libraries.

He combines deep technical expertise in React, TypeScript, and modern frontend ecosystems with strong product fluency from years of working across design, engineering, and stakeholder alignment. He delivers his best work building shared infrastructure: design systems, component libraries, type-safe API tooling, and architectural patterns that scale across products and teams.

Core Skills

Design: User Research, Workshops, User Journeys & Flows, Interaction Design, Prototyping, Design Systems, High Fidelity UI

Frontend Architecture: React 18+, TypeScript, Vue, Next.js, TanStack (Query, Router), single-page and server-rendered applications, micro-frontend patterns, monorepo architecture.

Design Systems & Component Libraries: Radix UI, Tailwind CSS, DTCG design tokens, Style Dictionary, Figma-to-code workflows, cross-team component adoption.

Developer Experience & Tooling: OpenAPI code generation, Zod schema validation, type-safe API clients, ESLint, Prettier, Storybook, CI/CD pipelines.

Performance & Accessibility: Core Web Vitals optimisation, bundle analysis, lazy loading, code splitting, WCAG 2.1 compliance, semantic HTML, accessible component patterns (Radix UI)

Testing: Vitest, React Testing Library, Playwright, end-to-end and integration testing strategies

Monitoring & Observability: Sentry, error tracking, performance profiling, real user monitoring

Backend & Data: Python, Django, Node.js, PostgreSQL, MySQL, REST API design

Leadership: Cross-team technical strategy, architecture decision records (ADRs), code review culture, mentoring senior engineers, stakeholder communication

Industries: Energy & Utilities, E-commerce, Travel, IT & Telecom

Assignments

All assignments delivered through Awkward Group AB, Joakim's consulting practice since 2014.

Stockholm Exergi · 2018–2025

Contract · 7 years · Staff-Level Frontend Engineer & Product Designer

The company

Stockholm Exergi (700+ employees) operates Stockholm's district heating network serving 800,000+ residents. Intelligy Solutions is their digital platform for energy analytics – a cloud platform with microservices architecture connecting 10,000+ properties for monitoring, control, and optimisation. The platform is used internally and sold as white-label B2B SaaS.

The challenge

The platform had successfully digitised thousands of district energy substations, but the software had grown organically. Multiple products ran on independent codebases with inconsistent user experiences. The legacy Django/Python stack made frontend iteration slow. No shared component library, no design system, and teams duplicated effort building similar functionality.

Phase 1: Discovery & UX Foundation (2018 – 2019)

Joined to lead UX/UI design – conducting user research with property owners and housing associations to design data visualisation interfaces for complex energy data. Established design patterns for the customer-facing analytics platform.

Phase 2: Platform Modernisation (2019 – 2022)

Expanded into frontend engineering. Built features within the existing Django stack, then led the design and development of Intelligy Pro – a React-based platform that eventually absorbed the original product.

Phase 3: Architecture & Infrastructure (2022 – 2024)

Took ownership of frontend architecture. Built the STEXUI design system using Radix UI and Tailwind CSS (60+ components). Created type-safe API infrastructure (OpenAPI → TypeScript SDK → TanStack Query hooks). Developed shared utility libraries for formatting, dates, and translations.

Phase 4: Technical Direction & Enablement (2024 – 2025)

Shifted focus to technical direction and team enablement. Authored architecture decision records (ADRs) for API design and frontend conventions. Mentored senior engineers on architectural thinking and component design. Infrastructure adopted across the organisation as the foundation for all new frontend work.

Results

- Unified design language across all internal products – 4 migrated to the new stack, 5 in pipeline at end of contract.
- New features shipped ~3x faster once teams adopted the shared component library, architecture, and API tooling.
- Previously hard-to-trace integration bugs became same-day fixes after type-safe API clients with Zod validation were implemented across all endpoints.
- Developer onboarding dropped from weeks to days – same stack, same architecture, same patterns across all products.
- New applications inherited full component library and tooling from day one.

Stack

React 18+, TypeScript, TanStack Query, TanStack Router, Radix UI, Tailwind CSS, OpenAPI, Zod, Figma, Playwright, Vite, npm workspaces.

SF Group (Better Bodies, GASP) · 2017 – 2018

Contract · 1 year 5 months · Senior Fullstack Engineer

The company

SF Group is a Swedish fitness and apparel company operating the global brands Better Bodies and GASP, selling sportswear through multiple international e-commerce storefronts.

The challenge

The company needed to consolidate their e-commerce presence across international markets while integrating with Microsoft Dynamics 365 for inventory, product data, and pricing synchronisation across currencies and platforms.

Joakim's contribution

Architected and implemented the e-commerce integration. Built two global WooCommerce stores tailored for international markets. Developed a custom integration framework connecting Microsoft Dynamics 365 with multiple storefronts, enabling seamless synchronisation of products, inventory, and pricing. Created a custom Product Information Management (PIM) tool to centralise product metadata across all storefronts.

Results

- Unified product data across all international storefronts.
- Automated synchronisation between ERP and e-commerce platforms.
- Centralised product information management, reducing manual data entry and inconsistencies.

Stack

PHP, WordPress, WooCommerce, Laravel, Node.js, Feathers.js, MongoDB, Microsoft Dynamics 365

FCM Travel · 2014 – 2016

Contract · 2 years · UI Designer & Frontend Engineer

The company

Travellink (part of FCM Group) is a travel agency with strong online presence, serving both corporate B2B and private B2C travel booking.

Joakim's contribution

Designed and developed the corporate B2B platform for booking corporate travel, focusing on seamless user experience for complex booking flows. Later contributed to the private travel booking site. Built frontend tooling for Sass compilation, streamlining the build process for the development team.

Stack

HTML, CSS, JavaScript, jQuery, Mustache, Sass, Grunt, Gulp

Cygate (Telia Company) · 2014 – 2015

Contract · 9 months · Project Lead, Product Designer & Fullstack Engineer

The company

Cygate is a leading Swedish IT company and part of Telia Company, providing IT infrastructure and security services to enterprise clients.

Joakim's contribution

Led the design and development of the new corporate website. Managed the full project lifecycle: UX design, information architecture, interface design, and both frontend and backend development. Led a team of two developers and one designer.

Stack

WordPress, PHP, HTML, CSS, JavaScript

Earlier Experience & Projects

Josui Design System · 2025

Personal Project · Open Source

Open source design system monorepo with DTCG-compliant design tokens, Tailwind CSS integration, and React/Vue component packages. Used in production on joakimstrandell.com and awkwardgroup.com. Stack: TypeScript, React, Vue, Tailwind CSS, Terrazzo, Storybook, Vitest

DING · 2016 – 2017

Employment · 6 months · Head of Design

Hired to build out the design department at a Swedish digital agency. Delivered hands-on UX and UI work across multiple client projects while establishing lean processes for digital product development.

Printees · 2014 – 2016

Co-Founder · Product Designer & Frontend Engineer

Co-founded a startup for high-quality organic t-shirt printing. Built the full product: custom design editor, e-commerce platform, and supplier portal.

Awkward Group · 2010 – 2014

Founder · Designer & Fullstack Developer

Founded Awkward Group after graduating from Stockholm University. Grew to a four-person team offering digital design and production services to ad agencies from a shared office on Kungsgatan, Stockholm. In 2014, pivoted to freelance consulting – all assignments above delivered through Awkward Group AB.

Stockholm Design & Form · 2004 – 2010

Founder · Designer & Web Developer

Founded a small agency while studying at Stockholm University. Developed two SaaS products: "Emarket" (email marketing with analytics) and "Emitools" (CMS), both licensed to clients.

Education

Stockholm University · 2006–2010 · Bachelor's in IT & Digital Communication

Forsbergs School · 2005 · Graphic Design

Languages

Swedish: Native

English: Professional working proficiency

Recommendations

"A rare combination of product designer and engineer – takes ownership from idea to production and consistently raises the quality of both the team's work and the final product."

– Rikard Kling, Fullstack Developer & CEO, Mighty

"A key player in our platform modernisation – drove the migration to a modern React stack and built our design system and frontend infrastructure from the ground up."

– Patrik Höjner, Head of Intelligy Solutions DevOps, Stockholm Exergi