



Robert Bronkebakken

Senior UX designer & researcher

Specializing in translating technical complexity, unclear roadmaps, and high-load workflows into user friendly, accessible digital products. Passion for user research and interactions with real users through interviews and usability testing.

Currently on leave as a Senior UX consultant at Forte, Norway.
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LOCATION

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INDEX OF CASES

- 01

In-app AI service

GROCERY RETAIL

UX RESEARCH

2024-2025 — Forte (KIWI)

↗
- 02

UX Audit Framework

UX CONSISTANCY

UX RESEARCH

2024 — Forte

↗
- 03

Pragmatic Insight Repository

E-COMMERCE

UX RESEARCH

2022-2023 — Forte (Norwegian)

↗
- 04

Visual Construction Planning

INDUSTRIAL SAAS

2021-22 — Aize

↗
- 05

UX & CRO

TELECOM

E-COMMERCE

CRO

2019-21 — ICE

↗

in-app AI service

ROLE

UX Lead

YEAR

2024-2025

CLIENT

Confidential (Forte, Norway)

- APP DESIGN
- PROTOTYPING
- LOYALTY PROGRAMS
- STAKEHOLDER MANAGEMENT
- USABILITY TESTING
- BETA TESTING
- SCRUM

01 Understanding & mapping the scope

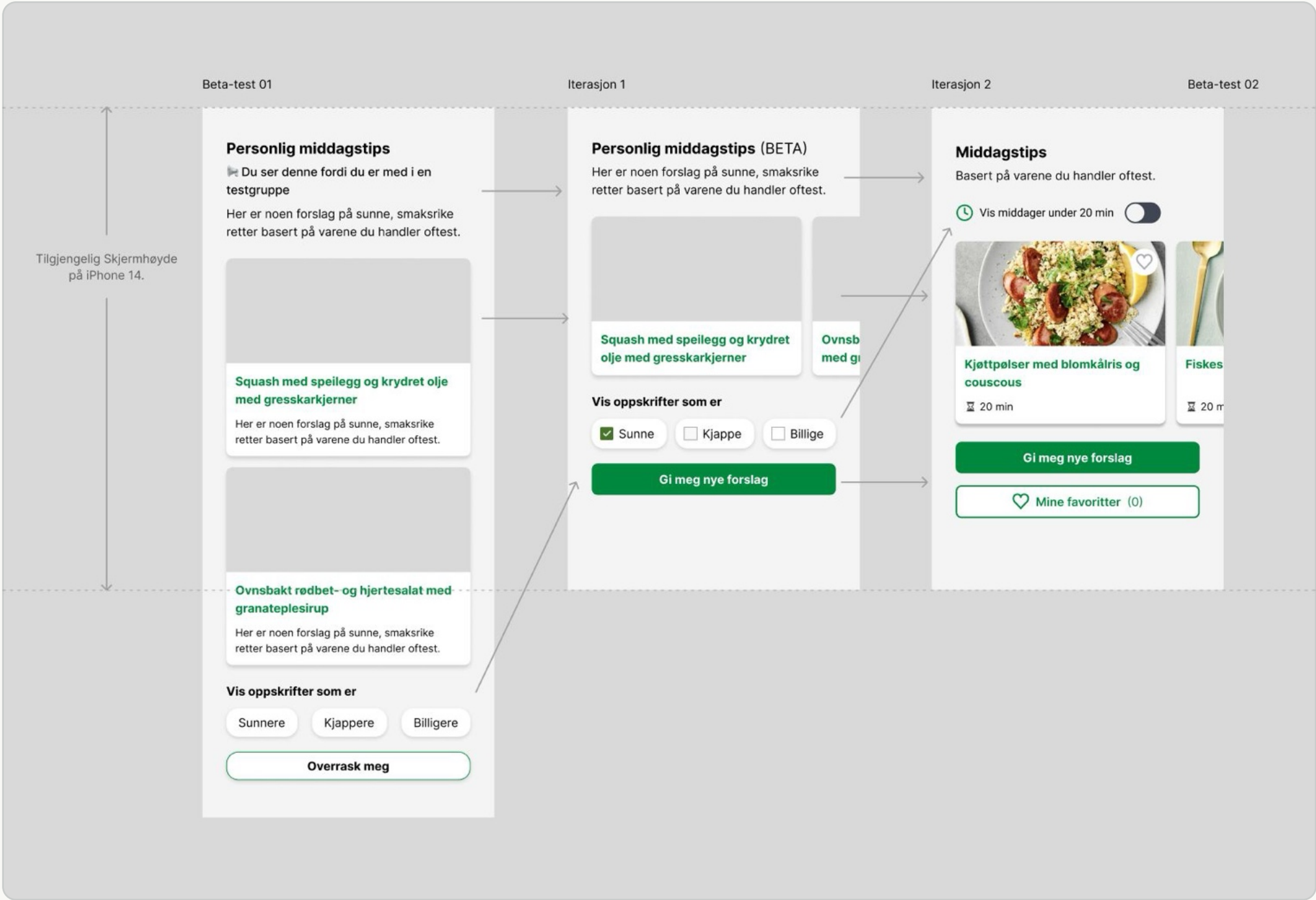
There was a clear idea of what problem the company wanted to solve, maybe with the help of AI in some way, but no clear project plan or roadmap for how to get there. **I talked to all the stakeholders, and all Tech, and started to co-create a technical roadmap for how to get there.**

02 Insights & Iterations

With a roadmap set we started to create prototypes to test and iterate on our hypothesis in parallell with the developers and the architects. **We created a start point for a first Beta Test on real customers, after evaluating the feedback from customers and stakeholders.**

03 Creating the AI service

From the first real Beta test we used LLMs to find and display recipies based on the customers shopping habits. From there, **working together with marketing, design, stakeholders, developers, and data scientists**, analyzing the feedback from the beta test users, we found that the real value for both the users and the business would be to **let AI create recipies based on shopping patterns to display ingredients making a meal**, not traditional recipies displaying the finished cooked meal, created & verified by an author.



THE CORE CHALLENGE

In an environment with strong competition from competitors we needed to keep the service confidential at all costs. The product owner did not want us to talk to real users to keep the lid on the product development.

This, of course, is a catch-22 when you need to verify and evaluate your hypothesis in the real world. We were able to slowly usability test our way through internall personell that did not work within digital product development, but the bias was evident. We then managed to get a beta test with employees, in-store workers at the grocery chain around Norway, where the feedback was very much biased, we managed to convince the product owner to start testing on real users.

As the AI service developed as a product, and we got hold of real users to validate against, we aimed to have a second Beta test in the start of 2026, and a soft launch in Q3 2026. I left the project in June 2025 just as we sent the current version of the product to Beta testing with real customers. The client need to stay confidential until launch.

User Experience Audit framework

ROLE
UX Lead

YEAR
2023-2024

CLIENT
Forte, Norway

- UX AUDIT
- INTERNAL FRAMEWORK
- STAKEHOLDER MANAGEMENT

01 Seeing the need for a Framework

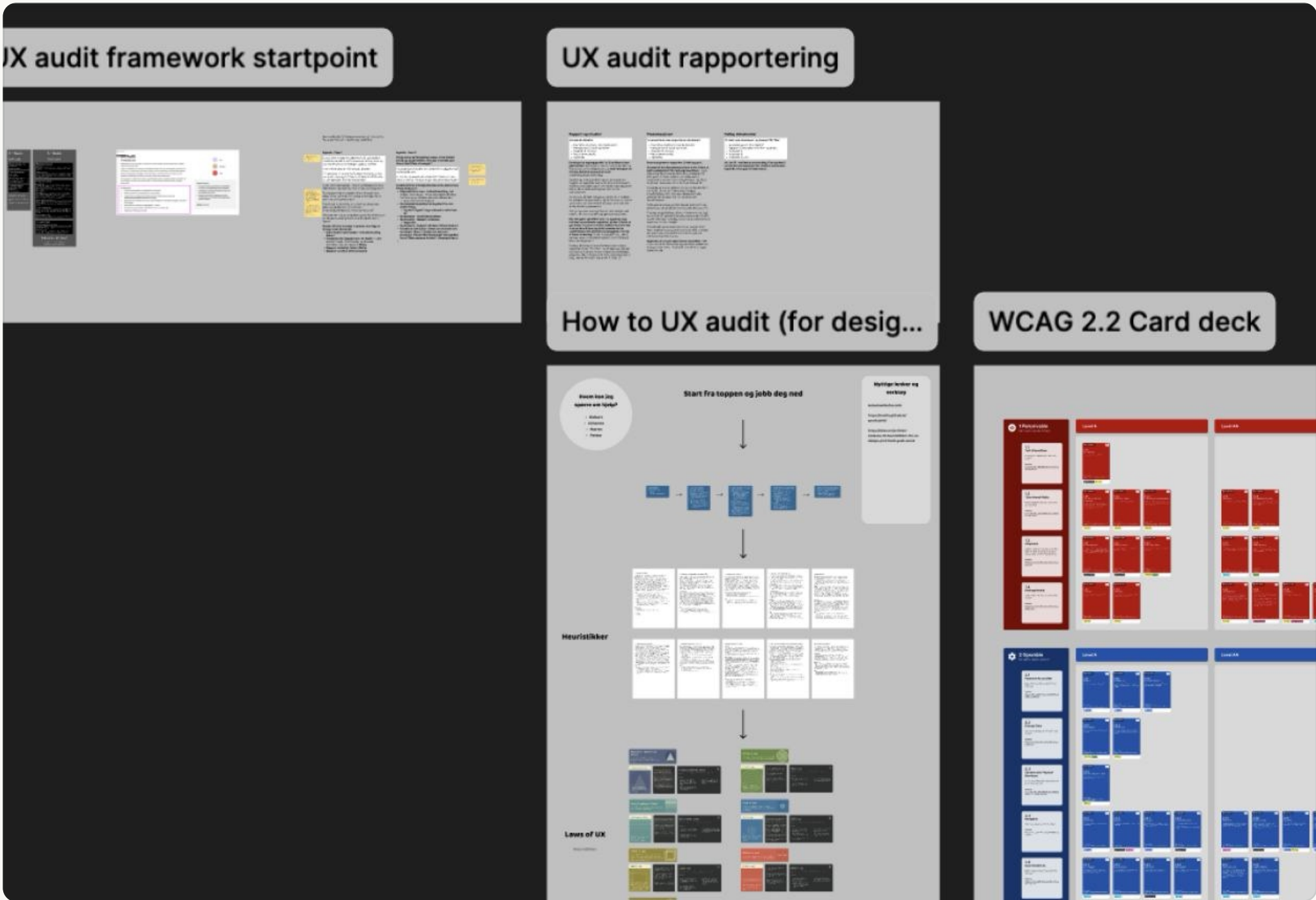
At Forte a common first task with a new client could be conducting an UX audit to find out exactly how to make the most impact based on business needs and customer needs. **A framework for conducting UX audits benefits the client, the consultancy, and designers doing the work.**

02 Working as a team to get there

When mapping out what kind of best practices each designer has used to conduct UX audits in the last year, compared with the UX heuristics and UX laws, through WCAG 2.2 common mistakes & spot checking, **we created a Framework with templates to start, conduct and report the UX audit.**

03 Evaluating through delivery

With a clear framework for conducting UX audits, it is much easier to put a price on the work, and potential add-ons based on the needs of the client. **With a clear framework it is estimated a 25-30% more efficient workflow, along with a consistant end product for all clients.**



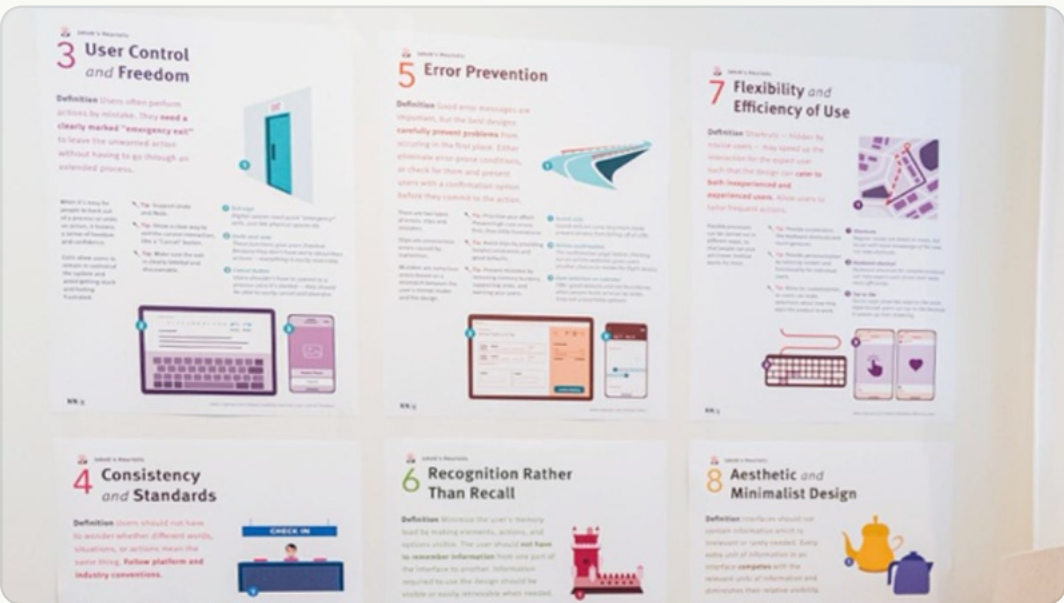
THE CORE CHALLENGE

As a UX designer I was mentored to conduct UX audits in a certain way, and has always looked for ways to improve. When joining a large UX design team as a consultant I was eager to find a larger framework for consistency throughout the company. As the audit work started coming my way, I was able to lead a team to create that framework internally.

All clients are different and have different needs, and with a clear framework as a start point for conducting UX audits, it is much easier to cater for the needs and situation the client is in. What industry is it, is it a large or a small company, what products do they sell, and what are the business goals? How digitally mature are they, and what are their technical setup?

As a diverse design group it is also more efficient to mentor and coach a set company practice and methods.

PROCESS ARTIFACTS & USER RESEARCH



NNgroups Heuristics are a corner stone to the framework.



Laws of UX are another.



WCAG 2.2 is central for spot checking for Usability issues.

Creating an Insight Repository

ROLE
UX Lead

YEAR
2022-2023

CLIENT
Norwegian Air Shuffle (Forte, Norway)

- UX RESEARCH
- USABILITY TESTING
- STAKEHOLDER MANAGEMENT
- E-COMMERCE
- CRO
- A/B TESTING
- PROTOTYPING
- KANBAN

01 Mapping out what we know

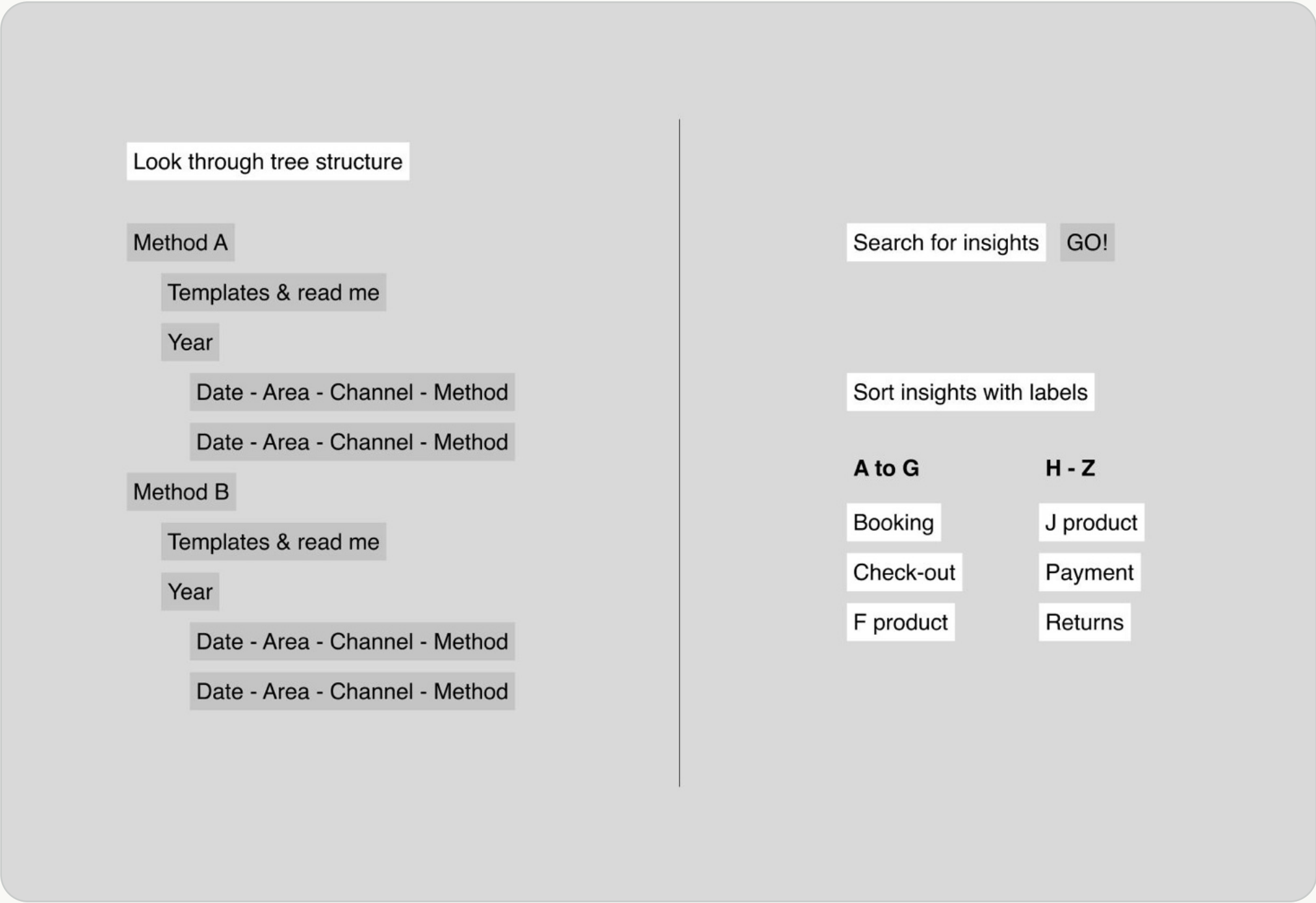
With a recent history of short term contributors, collecting insights stored randomly, it created an environment where knowledge became rumours. Not evidence. I gathered what I could and created a starting point. From amazing and documented CRO work **we knew WHAT customers were doing, but not WHY they were doing it.**

02 Creating a Culture for Insight gathering

From mainly doing A/B testing **we started to conduct usability testing and user interviews to fill in the blanks, and to help generate more ideas for the CRO work.** We also took CRO questions to the customers to understand. The two methods are quite the super force together.

03 Making the insights available to all

When the amount of insights grew, and the need for stakeholders to share the insight grew along with it, I **proposed to create an Insight Repository to create a place where all the insights were available to everyone** in the company. Transparency is key, and knowledge is power, where everyone wins. **Using an already intergrated Tool in the organization will increase the ease of use.**



THE CORE CHALLENGE

How can we make sure that Key Insights are available to everyone who needs it?

When the big decitions are made who are the advocate for the user needs and pains? A classic UX question right? Well, in my opinion, it needs to come from the bottom up, with the blessing from top down. **It needs to come from the people who talk to real customers to gather insights to improve the business, by improving the usability and the products, which improve the overall customer satisfaction.**

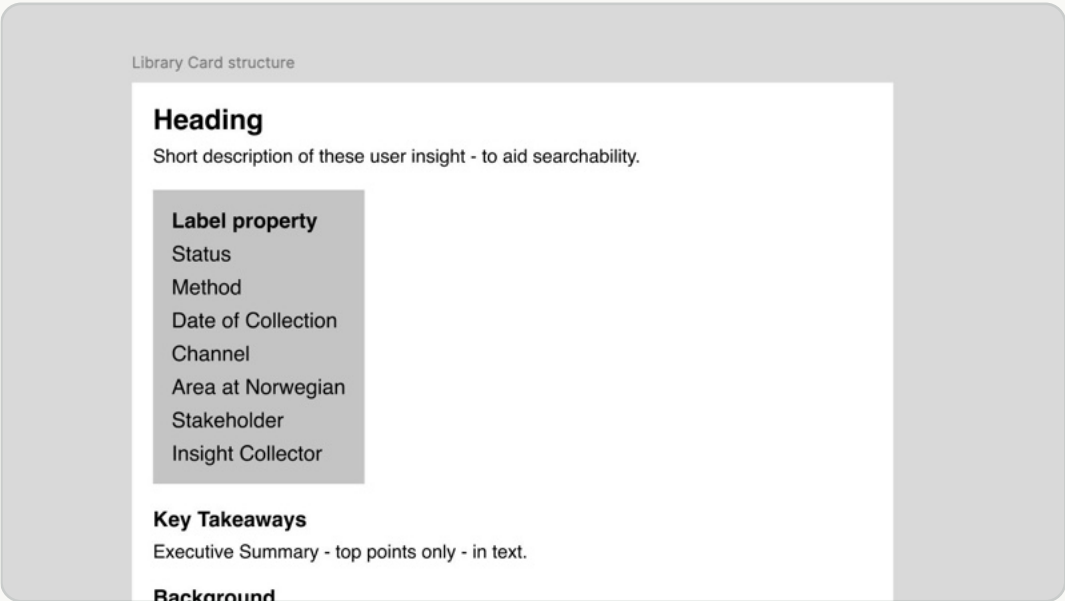
Making sure everyone has access to the recent user insights from the day they start the job untill they leave is key to helping them understand the company and it's customers. **The insights needs to be available in already intergrated tools in the company to make sure everyone can reach and find what they need, in different ways.** It can be a link sent out from mid management to a stakeholder about to make a decision, or part of preperation for that meeting.

Then you're both **saving money** for the company, **and creating real value moving forward.**

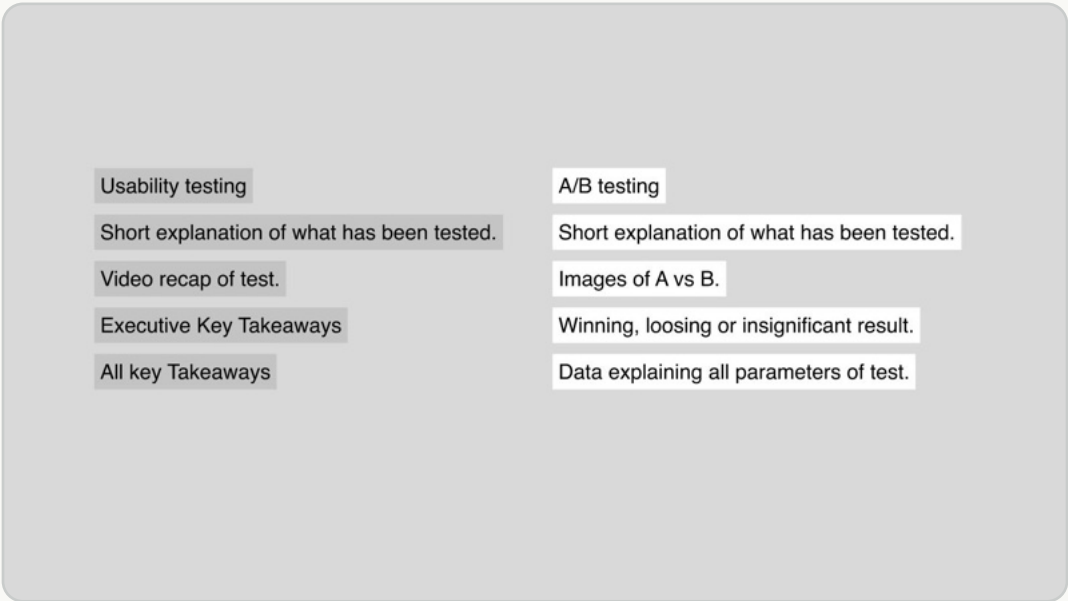
READ MY ARTICE ON MEDIUM

[A pragmatic approach to building an insight repository](#)

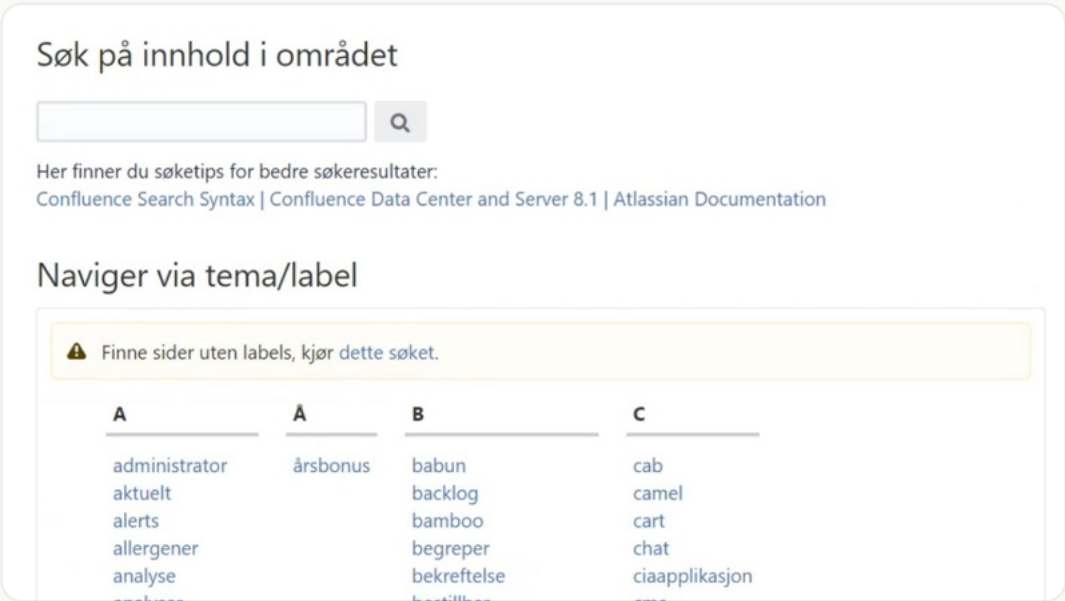
PROCESS ARTIFACTS & USER RESEARCH



Templates for everything.



Each Method it's own set structure.



Confluence - already a fully intergrated solution.

Visual Construction Planning

ROLE
Principal UX Lead

YEAR
2024

CLIENT
Aize, Norway

- UX RESEARCH
- STAKEHOLDER MANAGEMENT
- USABILITY TESTING
- PROTOTYPING
- CROSS FUNCTIONAL TEAM
- SCRUM

01 Translating Complexity

Translating dense user and business needs, through 3D models, handed over from Design Engineering to Method Engineering, for the creation of a Construction Method from A-Z, to help Construction Planners understand and plan the entire building process, **into a focused, user-friendly 3D viewport**, removing unnecessary visual clutter.

02 Rigorous Expert Validation

Conducted **Wireframe usability testing** to uncover bias and misunderstandings, usability tests in a **functional 3D test environment** with follow-up interviews, and, **expert user interviews** with Construction Planners to validate hypothesis around the delivery of data to start the planning process.

03 Stakeholder management

Worked closely with Functional Architects, **Domain Experts**, **Product owner** and the **Cross Functional Delivery Team** to understand the task and the workflow throughout the process to great success.



THE CORE CHALLENGE

How can we help Expert Users create a Construction Method in a Simple way?

From the functional 3D model delivered by Design Engineering to building the smallest collection of parts at the yards around Norway, to assembling large yard manufactured collections into an operational platform on sight in the North Sea. That is task seen from above.

To fully understand the process, prototyping and testing on expert users, and following through the process to planning is a huge task. The entry level for using this software is high and there are only a few people being able to use it properly, keeping it clean and simple was the biggest task and a major focus.

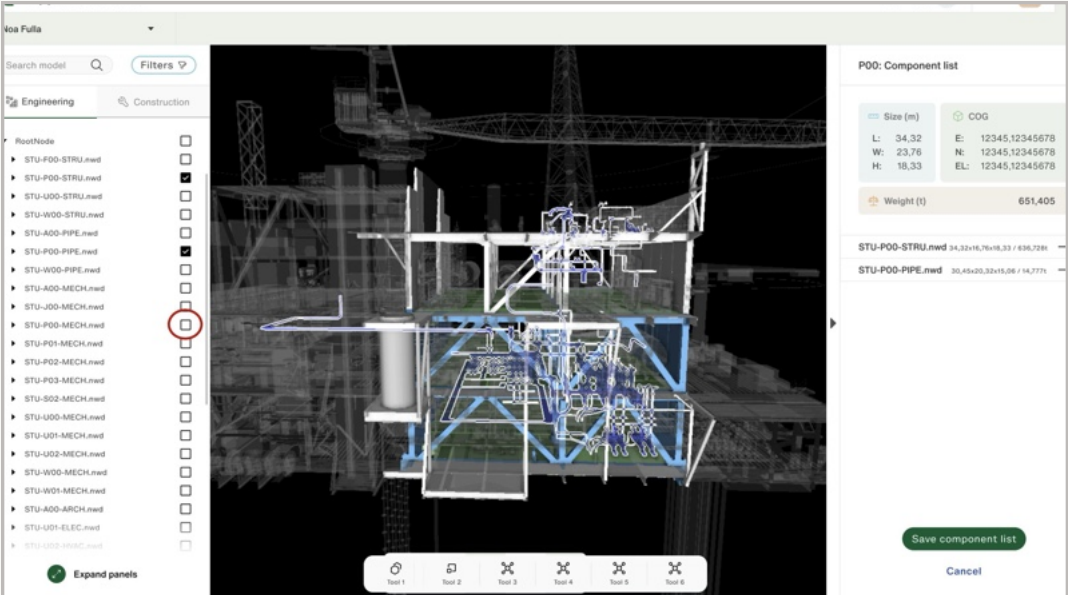
Being able to sit down with Domain Experts, Product owners, Expert Users, along with the Cross Functional Team was key to understand how to build this thing from a tech perspective all the way through a usability perspective, and vice versa. Iterations and user testing was key to understand across all domains.

READ MY ARTICLE ON MEDIUM
[Usability Testing Complex Systems on Domain Experts](#)

PROCESS ARTIFACTS & USER RESEARCH



Prototype of the 3D model.



3D model and workspace design.



Prototype: Planning items and calendar.

UX & CRO for Customer Growth

ROLE
UX designer

YEAR
2019-2021

CLIENT
Ice, Norway

- USER RESEARCH
- USABILITY TESTING
- E-COMMERCE
- CRO
- A/B TESTING
- PROTOTYPING
- KANBAN

01 Fewer choices led to 19% revenue growth

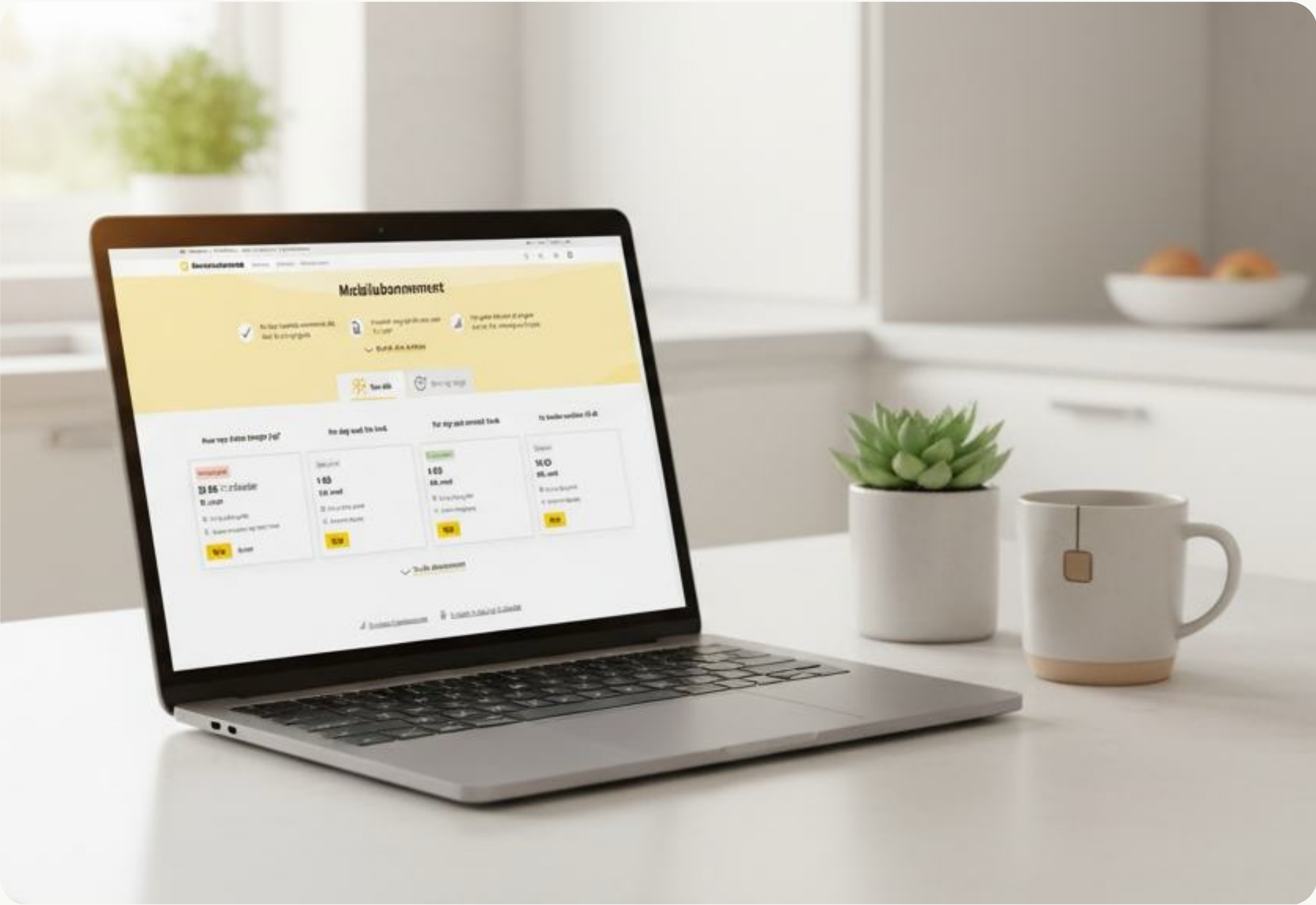
Too many data plans to choose from (Hick’s law) makes it more difficult to make a choice. **My hypothesis and the A/B test to validate it caused customers to pick higher valued data products** and the company saw significant revenue growth because of it.

02 Building a Usability Test Lab

To be able to learn from your users, you need to run usability tests and user interviews to collect insights. And you need a place to conduct them. **I built a Mobile Usability Lab to fit the Workplace Culture and the need to understand the customers.**

03 Creating a proper Web Shop

From an old solution where you only could buy a standalone product, to a modern Shopping Basket solution where you could buy what you want in the quantity you want, handling several diffent payment solutions and a simplified checkout. **Creating a 25% revenue growth from one quarter to the next.**



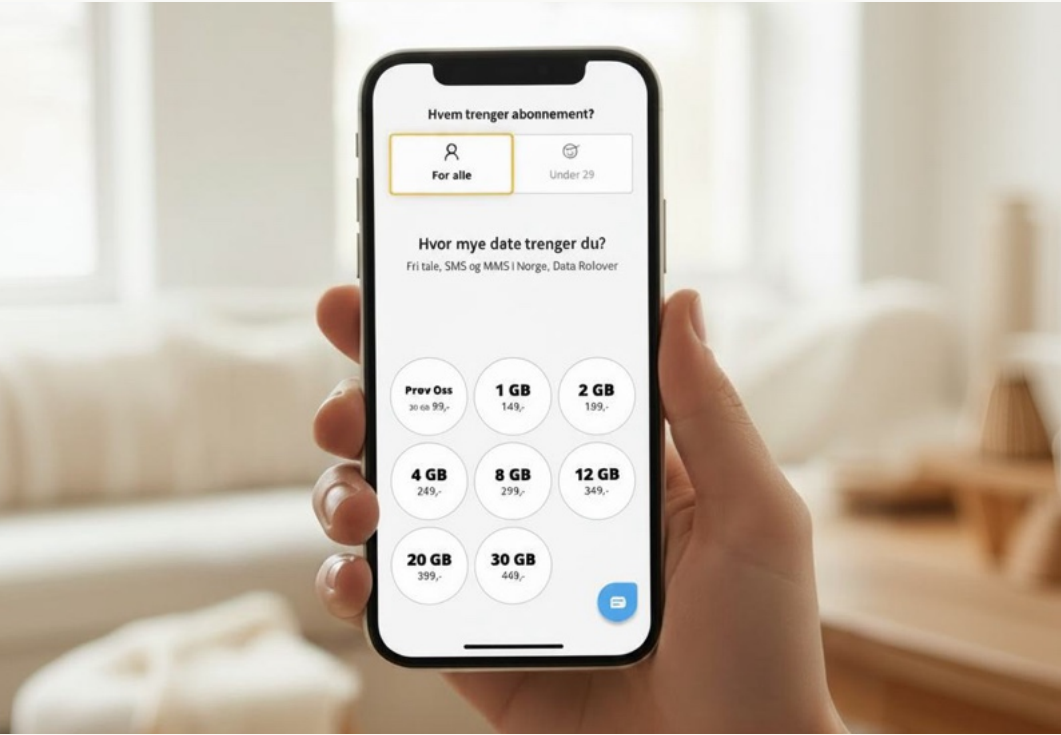
THE CORE CHALLENGE

Starting out in Telecom with Complex Product lists and product descriptions where the CRO work was in great shape, but where the users insights - the why’s - were much fewer and far between. I created a usability lab, started talking to real users, and brought that in to CRO and debated stakeholders with it.

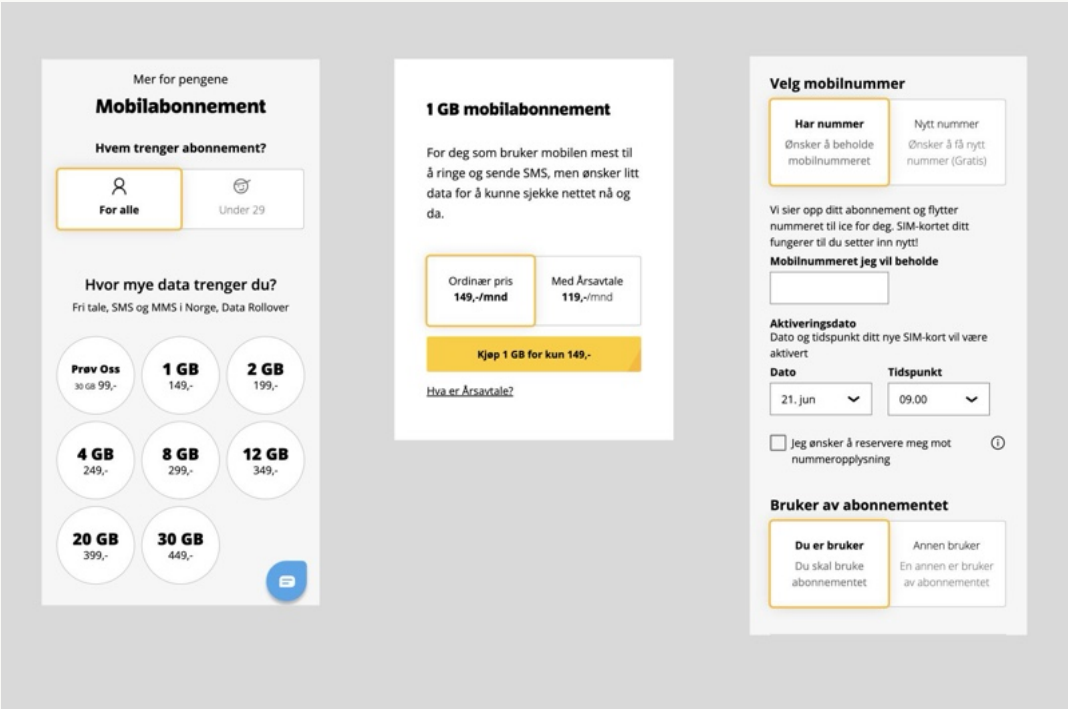
Together we managed to create value for both the customers and the company, simplifying the products, the flows, making it easier for customers to do what they came for, making everyone happy. Reducing pain points both internally for the product and services, and also for the users to be happy and stay longer, spending more money.

READ MY ARTICE ON MEDIUM
[Mobile Usability Lab that fits in a small box](#)

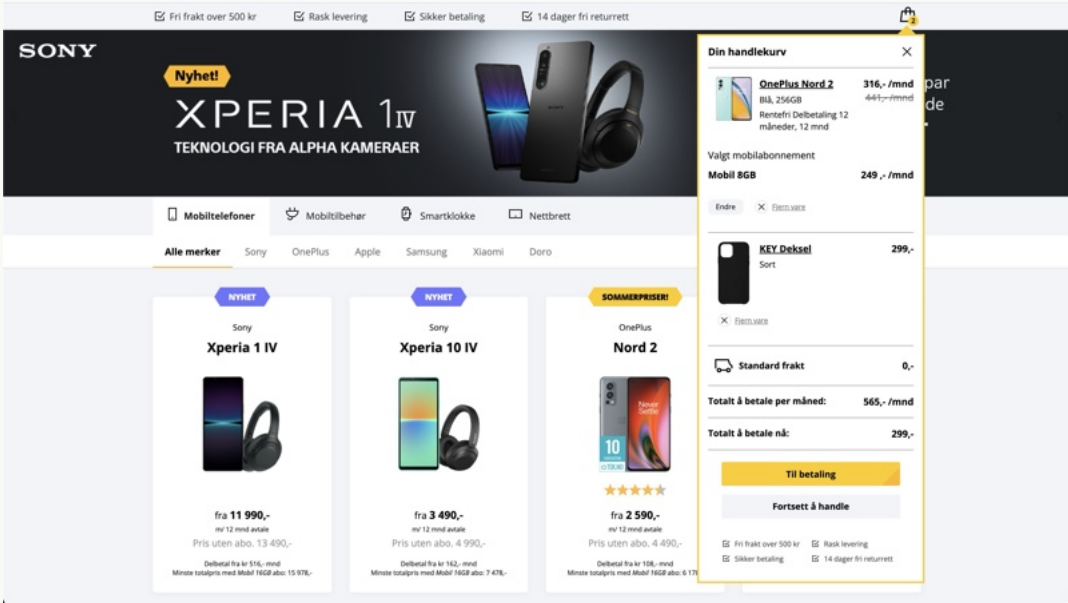
PROCESS ARTIFACTS & USER RESEARCH



Simplified Product View.



Simplified product list, extras, and checkout.



New Webshop Shopping Basket.