

Viktor Engborg

Product designer who builds. Twenty years in consumer health products, from founding designer to design lead.

viktor@engborg.nu

viktor.design

linkedin.com/in/viktorengborg

Northern California

Experience

Function Health · SuppCo

2024–present

Design Lead

- Lead product design for SuppCo, the supplement-quality app Function Health acquired in May 2026. Rated 4.8 from 31,000+ App Store ratings.
- Designed how TrustScore reads across search, product pages, and comparisons, with the reasons one tap away.
- Refocused an overloaded seed-stage app on its most-used features; designed peptide tracking and dose calculation.

Mindbloom

2024

Design Lead, contract

- Designed AI-assisted intention setting and voice-only post-session journaling for at-home ketamine therapy.
- Shipped both flows in eight weeks with one PM and one engineer. Intention quality rose 23%, beating the target.

Levels

2022–2024

Design Lead

- Redesigned the glucose home screen around a range ring so beginners could read their day without interpreting a chart.
- Designed bloodwork results and AI photo food logging; built the design system.
- Became the only designer after a restructure, reporting to the CEO across mobile, web, marketing, and internal tools.

Zero

2018–2022

Founding designer, then Head of Design

- Founding designer and one of the first three hires. Turned a countdown timer into a full subscription product.
- Created fasting zones, the biggest driver of Pro upgrades. 800,000 people fasted with Zero nightly by 2020; rated 4.8 from 445,000 ratings.
- Designed accounts, onboarding, subscriptions, content, Apple Watch, and widgets; built the design system and grew the team to five.

Topology Eyewear

2016–2018

Lead Product Designer

- Founding designer for custom glasses fitted by a phone face scan, with AR try-on. Brand, app, and shopping experience.

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2014–2016

Senior / Lead Product Designer

- Product design for Tagged and hi5, social apps with hundreds of millions of registered members.

FitStar

2013–2014

Product Designer

- Founding designer. App Store Best of 2013 and Editors' Choice. Acquired by Fitbit in 2015.

Badoo

2012–2013

Product Designer

- Mobile and web design for a dating app with more than 150 million members.

Earlier: digital agencies in Sweden, including Ottoboni Group and Dropit.

Independent work

Dark Thirty Labs, my product studio

- Movable: Daily movement app for adults over 50. Designed, built in SwiftUI, and released on the App Store, solo.
 - House Of: Brand and direct booking site for our three vacation homes. Astro, Hospitable, PostHog.
 - Waking Hours: Native Mac time blocking app in SwiftUI. In development.
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Skills

Design: product strategy, interaction design, design systems, prototyping, user research, data visualization.

Build: Swift and SwiftUI, React and Next.js, Astro, Remotion, Claude Code. Figma for exploration.
