

UID Alumni Newsletter

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Dear UID:ers

As we approach the end of a quite challenging year for design (and designers), we want to send our warmest holiday wishes to you and your loved ones. May this season bring joy, rest, and the opportunity to look forward to all the creative journeys you'll take in 2026.

This autumn at UID has been truly inspiring. Our students have tackled projects on human-AI mobility, sustainable forestry, digital forensics, high-performance CPR, intelligent interiors, and future assembly. These efforts were enriched by meaningful collaborations with **Cupra, Laerdal Medical, Europol, SCA, Ford, Atlas Copco**, and **Scania**. We continue to take pride in the remarkable impact our alumni are making across the globe.

In this edition, discover the journeys of **Joakim Englander** and **Sharon Williams**, explore how **Tarsh Bates** is reimagining design through olfactory ecologies and climate-responsive practices, learn about UID's new **international Bachelor's in Industrial Design**, and revisit the recent **CIRRUS meeting at UID**, where design through making took centre stage.

Thank you for being part of UID. We hope these stories spark curiosity and pride in the vibrant community you helped build and welcome you to engage with us to propose ways we can collaborate in the near future.

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And here's something to look forward to: **UID26 will take place on 2–3 June 2026**. Save the date for two days of inspiration, collaboration, and celebration back in Umeå. More details will follow in the new year.

Thank you for being part of UID. Your creativity and commitment make this a place where ideas meet and evolve.

Wishing you a wonderful holiday season and a happy new year!

Demian Horst
Head of Institute





Alumni Spotlight: Sharon Williams on designing tomorrow's healthcare

Sharon Williams shares how empathy and collaboration shapes her work in clinical informatics at Philips. "Empathy was at the heart of our design work at UID. That mindset still guides my work today".

[Sharon's Story](#) ►



How smell connects us to a changing world

Can reindeer still smell lichen? As Arctic climates shift, Tarsh Bates examines how changing environments affect the senses and survival of species

[Read more](#) ►



CIRRUS meeting explores design through making

UID hosted Nordic-Baltic art and design institutions for a hands-on gathering focused on sharing insights and fostering creative dialogue.

[Read more](#) ►



Alumni Spotlight: How Joakim Englander is shaping the future of gaming

With a passion for entertainment and a strong foundation in design, Joakim has carved out a unique path in the gaming industry. "As a concept designer, I have a responsibility to avoid reinforcing stereotypical archetypes".

[Joakim's story](#) ►



UID launches international bachelor's in industrial design

The new bachelor's programme offers a global learning environment and a strong focus on sustainability. "We have reimagined our curriculum, ensuring students are equipped to tackle contemporary design challenges", says Eva-Lena Bäckström.

Full story ►



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