

## Personal Summary

Results-driven UX Designer with 3+ years of experience leading end-to-end design processes, known for engaging user experiences that drive user satisfaction and business growth.

## Work Experience

### Membrain

Oct 2023 - Present

UX Designer - Stockholm, Sweden

- Designed and implemented a scalable Design System in Figma, comprising 100+ reusable components, which reduced design inconsistencies and increased design efficiency by around 54%
- Established a complete Design Process framework that integrated iterative feedback loops and thorough documentation; the new system has been adopted by 5+ users, enhancing efficiency and driving a culture of continuous improvement and collaboration.
- Led training sessions for 30+ employees on UX and Product Design principles, resulting in improved design literacy across the organization and enabling cross-functional teams to better align with user-centric goals.
- Owned and directed the UX Roadmap, aligning design strategy with business objectives to ensure a cohesive and user-focused product experience across all touchpoints.
- Coordinated cross-functional projects with 10+ team members.
- Leveraged comprehensive UX methodologies to deliver tailored solutions across 80+ international markets and 3 channels.

### UX Designer Consultant

Sep 2021 - Oct 2023

Victor Bergqvist - Stockholm, Sweden

- Spearheaded Stabil Stockholm's UX redesign, boosting conversion rates by 20%, enhancing user experience, and driving business growth.
- Led the UX redesign of the 'Let's Talk' health and wellness app in Australia, boosting user engagement by 32% through improved usability, intuitive interfaces, and a user-centric approach.
- Directed the redesign of the Remitters website, increasing user engagement by 16% by optimizing user flows and implementing responsive, user-friendly design elements.

## Skills and Tools

Figma

Hotjar

Miro

Slack

Google Analytics

UX/UI Design

Collaboration and Communication

Project Management

Accessibility

Interaction Design

Visual Design

Research and Analysis

Team Leadership

## Certifications

Accessibility

## Education

Interaction Design Foundation

Udemy Alumni