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DESIGN EXPERIENCE

Product & Visual Designer

Freelance & Concept Projects / 2023 - Present

- Experienced in user-centered design, from empathy mapping and defining pain points to ideation, wireframing, prototyping, visual design, accessibility, and usability testing using tools like Figma
- Developing brand identities including logos, typography, and style guides

UX/UI Designer – Bachelor Thesis

Final thesis project in Informatics / Spring 2023 / Jönköping

- Designed a low-impact food delivery app based on research and usability testing to promote existing sustainable UI guidelines
- Created Figma wireframes and a high-fidelity prototype based on user research with young adults
- Resulted in a more intuitive, accessible design with positive user feedback on simplicity and environmental awareness

UX/UI + Research Design Intern

Grow - <https://grow.eu> / Spring 2022 / Stockholm

- Researched digital sustainability and created a concept that educates UX/UI designers and developers and increases awareness of digital carbon footprints. Duplicated by around 200 users in the Figma Community
- Collaborated in a cross-functional team; worked through an iterative design process of research, ideation, design, validation, and refining design solutions

ADDITIONAL WORK EXPERIENCE

Early Childhood Educator

The Scandinavian School and Cultural Center / January 2025 - Present / San Francisco

- Support children's learning through age-appropriate activities that engage social, emotional, and cognitive growth
- Promote bilingual language development and cultural awareness by speaking Swedish with children daily

Au Pair & Meeting Leader

Cultural Care Au Pair / June 2018 - June 2020 / San Francisco

- Worked as a live-in nanny gaining childcare experience, strong communication skills, and insight into American culture
- Additional role of Meeting Leader in 2023; held weekly online information meetings and led workshops for aspiring au pairs

EDUCATION & CERTIFICATIONS

Bachelor of Informatics (specialization in New Media Design)

Jönköping University / August 2020 - June 2023

Scholarship from Jönköpings Borgarekassa and Bjuggska Fonden

Exchange semester at Northern Arizona University, Flagstaff / Fall 2022 / GPA 4.0 - Dean's list

Google UX Design Certificate, Coursera 2025

SKILLS & TOOLS

- User Research, UX/UI Design, Visual Design, Branding, Interaction Design, Prototyping & Wireframing, Design thinking, Information Architecture
- HTML/CSS, Javascript, PHP
- Figma, FigJam, Adobe XD, Illustrator, InDesign, Photoshop, After Effects, Premiere Pro, DaVinci Resolve, Visual Studio Code