

# (Isa)Bella Sundqvist

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## DESIGN EXPERIENCE

### Product & Visual Designer

Freelance & Concept Projects / 2020 - Present

- Led end-to-end product design, focusing on building user trust - from problem definition through high-fidelity execution, including user research, journey mapping, interaction design, prototyping, accessibility considerations, and usability testing in Figma
- Designed brand systems and visual identities to support cohesive product experiences

### UX/UI Designer - Bachelor Thesis

Final thesis project in Informatics / Jönköping / Spring 2023 / [Link to project](#)

- Designed a **low-impact food delivery application** focused on reducing environmental impact through informed user choices
- Conducted qualitative user research with young adults to identify behavior patterns and decision-making challenges
- Created wireframes and a high-fidelity prototype in Figma, iterating based on usability feedback
- Delivered a more **intuitive and accessible experience**, with positive feedback on clarity and simplicity

### Product Design and Research Intern

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

- Researched **digital sustainability** and user behavior to understand how design decisions impact environmental outcomes
- Designed a community-facing learning guide to drive **social and environmental impact**
- **200+ users** in the Figma Community has duplicated this resource
- Currently expanding the project into a **scalable design system**, including components, layout patterns, and documentation
- Collaborated cross-functionally through an **iterative process of research, ideation, prototyping, validation, and refinement**, incorporating feedback to guide decision-making

## ADDITIONAL WORK EXPERIENCE

### Early Childhood Educator

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

- Support children's social, emotional, and cognitive development in a dynamic, fast-paced environment
- Practice **empathy-driven problem solving** and clear communication across diverse needs
- Promote bilingual language development and cultural awareness

### Au Pair & Meeting Leader

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

- Built strong communication skills through childcare, mentorship, and cross-cultural collaboration
- Additional role of **Meeting Leader** in 2023; led weekly online information meetings and workshops for aspiring au pairs

## EDUCATION & CERTIFICATIONS

### Bachelor of Science in Informatics, specialization in New Media Design

Jönköping University / August 2020 - June 2023

Scholarship: Jönköpings Borgarekassa and Bjuggska Fonden

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

### Google UX Design Certificate - Coursera / 2025

## SKILLS & TOOLS

- **Design:** High-Fidelity UI Design, Typography & Layout, Prototyping, Design Systems, Visual Identity
- **Process & Research:** User-Centered Design, Agile Methodology, Qualitative & Quantitative Research, Usability Testing, Design Critiques
- **Tools:** Figma, FigJam, Adobe Creative Suite, VS Code
- **Technical:** HTML, CSS, JavaScript, Responsive Design, Information Architecture