


















UX Methodologies

User Interviews
Affinity Diagramming
Card sorting
Information Architecture
A/B Testing
Design Handoff

Tools

-  **Figma**
UI Design, prototyping
-  **Design Tokens Studio**
Token integration plugin
-  **Storybook**
Frontend workshop
-  **Git**
Version control
-  **VWO**
A/B testing
-  **Google analytics**
Journey analytics
-  **Lottie Files**
Animation format
-  **After effects**
Video editing & animation
-  **Photoshop**
Photo editing
-  **ProtoPie**
Prototyping
-  **Webflow**
CMS, prototyping
-  **Jira**
Project management

Languages

-  **CSS**
Expert in obscure methods
-  **html**
Proficient
-  **Javascript**
Gets it done
-  **Swedish**
Native
-  **English**
Fluent

Experience

Freelance - Design Systems Architect

WebMocha, Digital Pop, Yubico
Mar 2024 - Present
Los Angeles, United States

I make efficient systems a catalyst for creativity, enabling teams to scale by design, not by chance.



Yubico 4 yrs 7 mos

● **Product Design Lead**

Full-time
Jan 2021 - Feb 2024 · 3 yrs 2 mos
Stockholm, Sweden

Lead multiple projects simultaneously, including integrating MUI with our design system to accelerate development and building a multi-million dollar SaaS product from scratch. I coordinated with three engineering teams, doc team and product managers for development. I also integrated with operations, logistics and fulfillment teams to capture, streamline and digitize our operations.

● **UX Designer**

Full-time
Dec 2019 - Jan 2021 · 1 yr 2 mos
Stockholm, Sweden

Led the creation of a cohesive design system, moving stakeholders and legacy design processes to unify multiple teams and platforms. This initiative built significant efficiencies with the engineering team and improved collaboration across the organization.

● **Growth Specialist**

Contract
Aug 2019 - Nov 2019 · 4 mos
Stockholm, Sweden


Achieved the largest increase in mentions and traffic on our path to becoming a unicorn, through strategic campaigns, utilizing Google analytics and A/B testing to drive impactful results.


Universities

 **Edith Cowan University**
B.A. in Media & Communications
2017 - 2019

 **Berghs**
Bachelor, Communication Strategy
2016 - 2016

Certificates

 **Certified SAFe® 5 Product Owner/Product Manager**
Scaled Agile, Inc.
Issued Oct 2022

 **Advanced 2D Animation**
School of Motion
Issued Sep 2022