


















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



**Design System Consultant**  
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