


















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



Product Designer, Design Systems 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