

Paulina Tuveld

UX Designer

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Stockholm

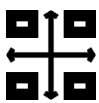
Profile

Paulina is a UX Designer with experience in the entire design process from requirements to production. She has previously worked with coaching and interview techniques, which she uses in the UX role.

She sees the holistic view of projects and incorporates business benefits in the solutions. Some of her qualities: adaptable, solution-oriented, curious, and analytical. Colleagues often refer to her as positive and driven.

As a designer she finds it important to be humble and work with feedback so that she and her team have the opportunity to improve in the daily work. With an interest in reasoning and decision-making, one of her favorite things is to conduct usability testing.

Competence



UX Processes



Miro, Mural



Usability testing



HTML/CSS



Figma

Language

Swedish



English



Sign language



Work

UX Designer
Forefront consulting
January 2023 – Now

UX Designer Internship

Vinden

November 2022 – December 2022

A hypothesis-driven project in which quantitative data were measured and qualitative data was collected through usability testing. A new design was developed for testing the new price spinner, where user attitudes and user needs were collected via usability testing.

UX Designer Internship
Gjensidige

February 2022- April 2022

From gathering data to developing design. Workshops, usability testing, user curves was some of the work that was done in this project.

UX Researcher Internship

AMF

March 2021- May 2021

A "retake" was in the making. In the early stage of a larger project, intern data was collected to get an understanding of what was needed. Several presentations were conducted for stakeholders so that everyone had consensus while starting this project. Due to the time limit of the internship the work was handed over to be continued.

Health coach & Personal trainer
Itrim

February 2017– now

(With exceptions between August 2018- June 2019, due to studies in another city)

Coach & Personal trainer

True Workout

August 2016 - February 2017

Coach & entertainment

Gym24 and in the entertainment business
Also doing some work abroad

May 2011 – August 2015

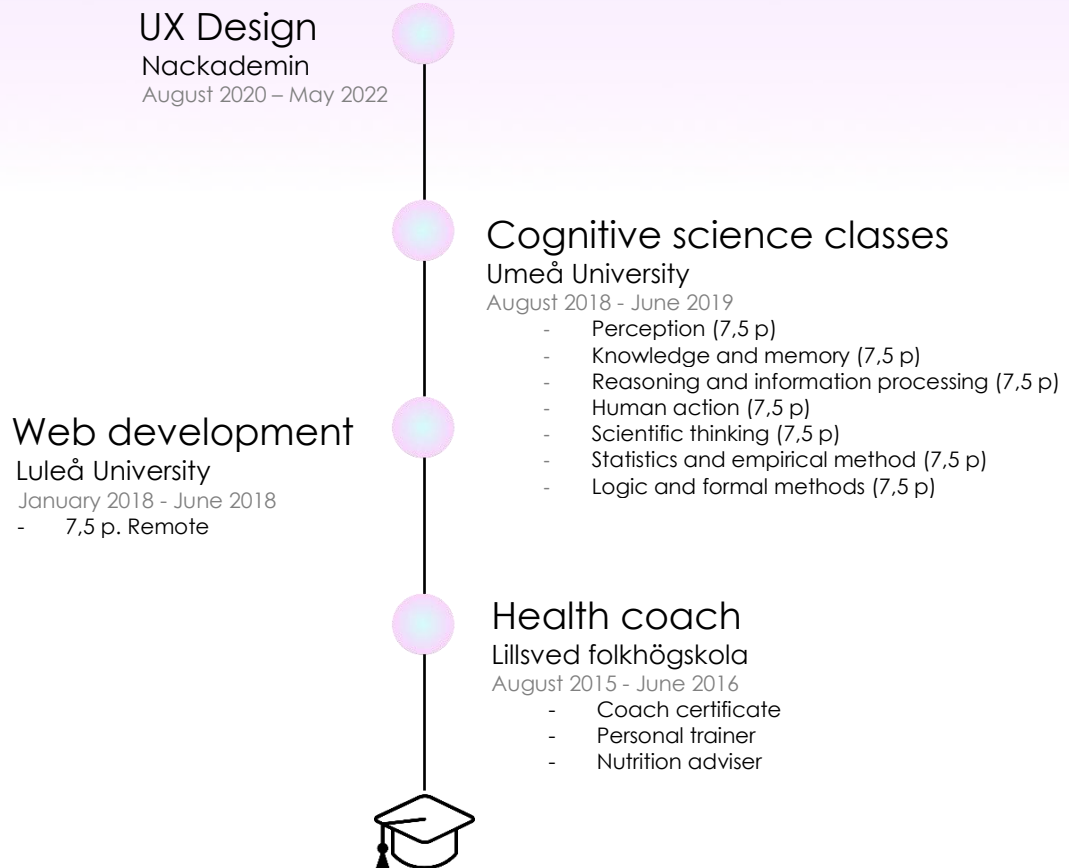
Administrator

Försäkringskassan

June 2010 - May 2011



Education



Other experience

Hackathon

10-12 June 2022

Participated in a Hackathon event called **Healthtech** together with my team we created a service called **Clare**.



Lecture

August 2019 & February 2020

Created a lecture called **Motivation for Exercise**, both occasions were fully booked.

I have had the opportunity to hold these at my workplace, as my employer Itrim Södermalm has increased the number of paying members with the customer evenings held together with my lectures.

