

Hanna Alm

INTERACTION DESIGNER

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PROFESSIONAL SUMMARY

Creative and organized Interaction designer with background in sales, technology and psychology. Experienced in Interaction design, Web design and programming, UX- and UI design, Service design and Research projects in cross functional teams. Knowledge in design and AI, accessibility, CMS and product design. Highly praised in letters of recommendation from all previous workplaces. Fluent in Swedish and English.

AREAS OF EXPERTISE

PROFESSIONAL SKILLS

UX design methods – User Centered design methods – UI design – UX Copy – Participatory design methods – Service design – Chatbot design – AI design tools – User Research – Prototyping – Interface Patterns – Color Theory – Accessibility – WCAG – Web management – CMS – Web programming – AI prompting – 3D modeling – Project Management – Agile methods – SCRUM – pSEO – High Converting design – Marketing – Sales

TECHNICAL SKILLS

Figma – Wordpress Elementor – WIX – HTML &CSS – Adobe Illustrator – Adobe Photoshop – Various 3D modeling software – Jira – Miro

EXPERIENCE

Junior UX designer

Paapaya – 2024–2025

- Designed website mockups for potential clients (main responsibility).
- Internal work on official websites.
- Project management and leading internal design for pSEO pages, client's process overview pages and internal graphics, UI and design system.

UX/Service designer

Outnordic Invest AB – 2025

- Project management and redesign of customer's logged-in pages with new functionality and stronger brand presence. This on three market famous companies e-commerce websites.
- Future Workshop with in-house stakeholders. Interviews with customers and testing with employees as part of the service design aspect.
- Implementable hi-fi prototype presented to programmers, product owner and marketing.

Lead UX researcher

Ministry of Education Kalmar County, Linnaeus University Kalmar – 2025

- Project to find a fit design method and important areas of improvement in AI chatbots to support professional use. Read about the findings in the published report [here](#).
- Collaboration with Ministry of Education in Kalmar County, teachers in Kalmar County and Linnaeus University.

Student Designer

Linnaeus University – 2022–2025

- Complete Interaction- and UX projects, from user interviews to interactive high fidelity mockups and documentation.
- Project management with real companies and stakeholders.
- Various team roles and responsibilities, different design perspectives and -approaches.

Salesman & Optician's assistant

Specsavers Kalmar AB – 2022– 2024

- Fast paced work environment, sales and conversion, professional/business communication skills, troubleshooting and high levels of responsibility.
- Aiding in onboarding new colleagues, continuous learning and growing and demonstrating flexibility in daily tasks.

Chemistry Laboratory assistant

Eurofins Food and Feed AB – 2019–2021

- Efficiency, accuracy, analytical ability, responsibility and precision to ensure quality.
- Increased responsibilities in testing, clients, equipment and onboarding new colleagues over time.

Partner, Head of Marketing

Café Norra UF (Young Enterprise Company) – 2019–2020

- Partner and founder of Young enterprise company Café Norra.
- Marketing and social media, business strategy, product purchase and relations.

EDUCATION

Bachelor of Science with specialization in Interaction design, Main field of study: Informatics

Linnaeus University, Kalmar, SWEDEN – 2022–2025

Cognitive Neuroscience – Neuropsychology and Consciousness studies

University of Skövde, Skövde, SWEDEN – 2021

Technology science (High school) – Elective courses in advanced english, math and psychology

De la Gardie-Gymnasiet – 2017–2020