

## UX/UI Designer

**NSofia Andersson is a super creative and dedicated UX/UI Designer with 4 years of experience. She's all about making digital experiences that are not only intuitive and user-friendly but also genuinely captivating and effective for businesses. She handles the entire design process, from initial user research and concept development to crafting high-fidelity interfaces and building scalable design systems. Sofia's great at turning tricky user needs and business requirements into elegant, functional, and attractive designs. She's always striving for excellence and delivering impactful solutions that really connect with users and stakeholders.**

### Education:

- **B.A. in Interactive Design, Umeå University (2019):** Her time at Umeå University gave her a really strong foundation in design principles, human-computer interaction, and user psychology. It helped complement her practical skills and gave her a deep understanding of interactive design.

### Experience:

- **UX/UI Designer, Digital Experience AB (2020-Present):**
  - As a lead UX/UI Designer at Digital Experience AB, Sofia has driven the design for over 5 web and mobile apps, consistently boosting user engagement and satisfaction and helping the company grow.
  - She's improved user satisfaction by an impressive 20% across her main projects, all by focusing on iterative design and really understanding user needs.
  - She does a lot of in-depth user research, using interviews, surveys, and usability testing to uncover insights, pinpoint pain points, and guide design decisions.
  - Sofia is super good at creating wireframes and interactive prototypes with tools like Figma and Sketch, which helps get early feedback from stakeholders and speeds up development.
  - A big part of her role has been leading the development and maintenance of robust design systems, which are key for consistency, efficiency, and scalability across different products and teams.
  - She's excellent at working with cross-functional teams like product managers and developers, making sure design is integrated smoothly from start to finish, leading to successful product launches.
- **Junior UI Designer, Creative Studio (2019-2020):**
  - At Creative Studio, Sofia supported senior designers, helping create visual designs and prototypes for various client projects.
  - She contributed to developing and refining style guides, making sure brand consistency and design integrity were top-notch across all digital touchpoints for

clients.

- This role gave her valuable experience in a fast-paced agency, where she sharpened her visual design skills, attention to detail, and teamwork abilities.

### **Key Skills:**

- **UX Research:** User Interviews, Surveys, Persona Development, User Journeys, Competitive Analysis.
- **Wireframing & Prototyping:** Low-Fidelity Wireframes, High-Fidelity Prototypes, Interactive Prototypes.
- **UI Design:** Visual Design, Interaction Design, Typography, Color Theory, Iconography.
- **Design Systems:** Component Libraries, Style Guides, Pattern Libraries.
- **Software Proficiency:** Figma, Sketch, Adobe XD, Miro, Adobe Photoshop, Adobe Illustrator.
- **Usability Testing:** Moderated & Unmoderated Testing, A/B Testing, Heatmaps, Analytics.
- **Design Thinking:** Empathize, Define, Ideate, Prototype, Test.
- **Collaboration & Communication:** Cross-functional Team Collaboration, Stakeholder Management, Presentation Skills, Written and Verbal Communication.