



# KATRI ELIANDER

UX DESIGNER

## BRIEFLY ABOUT ME

I am a UX Designer with a background in online marketing. My UX Design skills combined with my experience in marketing provide me with a strategic problem-solving mindset and a holistic understanding for designing solutions that will increase both user experience and business value.

## LANGUAGE SKILLS

Fluency in Finnish, Swedish, English

Intermediate skills in German and Spanish

## TOOLS

Adobe XD, Balsamiq, Google Analytics

InVision and Sketch (basics but learning)

## CONTACT INFORMATION

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[LinkedIn](#)

[Portfolio](#)

## EXPERIENCE

### UX Designer (volunteer, part-time)

slavefreetrade (05/2020-)

slavefreetrade is a NGO with a mission to build a world where all goods are made without harming anyone. I will be helping out on different UX projects, for instance an app that will collect human rights data throughout supply chains.

### SEO Manager

Internetstores GmbH, Berlin (07/2017-12/2019)

- Responsibility for both on-page and off-page SEO for the company's two Finnish web shops
- Planning and implementation of content marketing and link building strategies for increasing brand awareness, visibility and drive traffic

### E-Commerce SEO Consultant

Arvo Partners (e-commerce consultancy),  
Helsinki (09/2015-06/2017)

- Responsibility for planning and implementing SEO strategies for small to large sized e-commerce businesses in various industries
- Monitoring, analyzing and reporting on clients' organic visibility, traffic and sales

### PR Account Coordinator

JB Cumberland PR, New York (08/2014 - 02/2015)

- Strategic and operational PR for the agency's lifestyle and design brands
- Development and implementation of PR programs and strategies for clients, outreach to major media outlets and bloggers, management of clients' social media platforms

## EDUCATION

### Certified UX Designer

CareerFoundry, Berlin (2019-2020)

A 8-month long online program that covers all areas of user centered design. Throughout the course I worked on a project (iOS app) and was mentored by an industry expert with several years of experience in the field.

### Master of Economics & Business Administration

Hanken School of Economics, Helsinki (2012-2015)

Major: Marketing (GPA: 90)