

# Anna Jarebro

UI/UX Designer

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## About me

I'm a versatile UI/UX designer with broad experience. I value personal growth, aesthetics, having fun, understanding human behaviour and exploring.

## Education

### M.Sc. Interaction Design,

Chalmers University of Technology  
2019-2021

### Exchange semester (同济大学)

Tongji University, Shanghai  
Sep - Dec 2019

### B.Sc. Industrial Design

Chalmers University of Technology  
2016-2019

## Extracurricular courses

Graphical Design, Graphical design for web, Webdesign for usability, HTML & CSS, JavaScript

## Position of responsibility

### Board member

Pepp Gothenburg, 2020-2021

Organised a mentorship program for young women and aspiring female engineers.

## Initiatives

### Design Thinking Workshop

Volvo Group, 2021

Initiated, created and conducted a design thinking methodology workshop for a software dev team.

## Languages

Swedish / Native English / Fluent

## Experience

### UX Designer/Researcher, Scandinavian Photo

E-commerce, Feb 2023 - current

- Responsible for setting up user research practice and design system
- Leading discovery work for re-design of website
- Improved SEO and navigation experience with new categorisation

### UI/UX Designer, Stravito

B2B SaaS, Feb 2022 - Feb 2023

- Led design decisions in the search, upload, and machine learning team
- Increased internal productivity and onboarding capacity through a new document uploading feature
- Increased content engagement through redesign of search experience
- Collaborated closely with developers and product manager

### UX Designer (Master Thesis,) Hyperlab

E-commerce, Sep 2021 - Jan 2022

- Researched how to present sustainability information on e-commerce websites
- Ran a study involving 80 consumers and 2 communication experts

### UX Summer Intern, Volvo Group

Large enterprise, Jun 2021- Sep 2021

- Brought a UX perspective into various digitalisation and software development projects at the BMLT division.
- Worked on UI for management decision making

### UI/UX Designer, Returbo

B2B SaaS, Start-up, Mar - Jun 2021

- To gain experience during my masters study I helped a small start up with their initial product design and core flows
- Beta launched 2022