DIANA BERG

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EXPERIENCE

User Experience Designer

Scandic
June 2024 - Present

I am currently working as a User Experience Designer at Scandic Hotels, leading the UX design work for the *Scandic Friends* loyalty programme. Working within a cross-disciplinary team, I align user needs with business goals and technical feasibility. My responsibilities include planning & conducting user research, identifying and prioritizing product improvements, designing wireframes and prototypes, and ensuring seamless handovers to developers and the UI team.

Digital Product Designer (UI/UX)

Futurice
Jan 2020 - February 2024

Worked as a consultant designing digital products and services in collaboration with cross-disciplinary teams for clients across diverse industries. Actively contributed to the internal design culture by organizing and facilitating educational meetings for the design community at Futurice Stockholm.

UI/UX Designer

Qred
February 2019 - December 2019

At Qred, I established the UX and UI design role from the ground up as their first UX/UI designer. I led efforts to improve existing products while also driving ideation and exploration for new initatives, prioritizing both usability and great user experience.

UX Designer

Berghs Studio
2018 - 2019

Designed UI & UX for web and app solutions, prototypes, and participated in leading explorative client workshops. Also engaged in brand work and some light web development.

EDUCATION

BSc. Data and System Sciences specializing in Interaction Design

Stockholm University / Graduated 2018

Digital Design & Strategy Programme

Berghs School of Communication / Graduated 2019

SKILLS

UX/UI Design	Wireframing
Service Design	HTML/CSS
User research	JavaScript
Prototyping	Python

LANGUAGES

Swedish (native)	English (fluent)