Helpful	Hamper
to achieving the objective	achieving the objective
Strengths	Weaknesses/Areas for further development

Internal origin (attributes of the system)

Strengths

1. **Extensive UX/UI Expertise:** 8+ years of experience in user-centered design, research (qualitative/quantitative), and prototyping across diverse sectors (health, finance, e-commerce).
2. **Design Systems Leadership:** Proven ability to build and scale design systems (e.g., Telia's Voca Global Design System), ensuring consistency, accessibility, and efficiency.
3. **Design Thinking:**
4. **Technical & Analytical Skills:** Proficiency in Figma, design tokens, HTML/CSS, JavaScript, and Python, bridging design and development. MSc in Economics and ongoing Computer Science studies enhance data-driven decision-making.
5. **Research Proficiency:** Strong background in qualitative and quantitative research (usability testing, user flows, and iterative design improvements, backed by certifications in Design Thinking and Accessibility).
6. **Multilingual & Collaborative:** Fluent in 5 languages (English C2) and experience leading cross-functional teams, workshops, and mentoring (e.g., CodeAcademy lecturer).
7. **Certifications** in AI (University of Helsinki), Design Thinking, and Gamification, demonstrating interdisciplinary curiosity.

Weaknesses/Areas for further development

1. **Limited Advanced Coding Practice:** While familiar with front-end technologies (HTML/CSS/JS), deeper engineering expertise (e.g., backend systems, AI/ML) is still developing.
2. **Balancing Depth vs. Breadth:** Diverse industry exposure (health, finance, retail) may require sharper focus on niche specializations (e.g., AI-driven UX or healthcare compliance).
3. **Time Management:** Juggling part-time MSc studies with senior design roles and side projects may strain capacity for extensive academic research.
4. **Unfamiliarity with Experimental Research:** Lack of experimental research methods, which allows for testing hypotheses, validating algorithms, and evaluating system performance under controlled conditions.
5. **Unfamiliarity of Computational Research:** Computational research focuses on leveraging algorithms, simulations, and large-scale data processing to study problems.

External origin (attributes of the environment)

Opportunities

1. **Computational Research Skills:** Leverage MSc in Computer Science to gain hands-on experience with simulations, algorithmic modeling, and large-scale data analysis to enhance technical depth and research capabilities.
2. **Experimental Research Methods:** Leverage MSc in Computer Science to develop skills in designing experiments, validating algorithms, and evaluating system performance under controlled conditions to strengthen empirical research foundations.
3. **AI/ML Integration:** Leverage MSc in Computer Science to explore AI-powered UX tools (e.g., generative UI, predictive analytics) and enhance research methodologies.
4. **Academic-Industry Synergy:** Apply UX research skills to MSc projects (e.g., usability studies for HCI or ethical AI), aligning academic work with professional goals.
5. **Networking:** University of Essex's tech community offers collaborations with CS peers, potentially leading to interdisciplinary projects.
6. **Certifications & Growth:** Further certifications in AI/UX (e.g., NN/g's AI for Designers. Harvard University CS5 computing courses) could solidify expertise in emerging trends.

Threats

1. **Industry Saturation:** Rising competition in UX/UI fields demands continuous upskilling (e.g., motion design, voice UI) to maintain relevance.
2. **Regulatory Challenges:** Compliance-heavy sectors (e.g., finance, health) may constrain design innovation due to strict accessibility or data privacy laws (GDPR, HIPAA).
3. **Tool Dependency:** Over-reliance on Figma/Sketch may risk falling behind if industry shifts to new platforms or AI-driven design automation.