

# UX Portfolio

Carolina Karlsson

# Presentation

👋 I'm Carolina, a former makeup artist and web developer that lives in Stockholm with my code crunching husband. I'm originally from a small town called Alingsås (on the west coast). In 2019 I graduated from Chas Academy where I studied **Interaction Design** and **Requirements engineering**. Before that I enrolled as a **web developer with focus on e-commerce** at Medieinstitutet. I currently work as a UX- and UI Designer consultant at Telia Company represented by Fröjd Agency.

## Chat with me about:

- 🎮 Videogames, it's a passion. Fallout 4 forever.
- ✍️ Writing, and how I might have been an avid role player in my tweens... maybe.
- 🖼️ Why medieval babies looks so weird in art.
- 🎬 Movies, it's nothing wrong with intermissions.
- ☕️ Why ice coffee is perfectly fine to drink in the winter times.



# Case 1

# Former Telia

As of August 2021 I was assigned as the sole UX and UI designer for the former Telia.se B2C pages. It was my responsibility and great honor to maintain and manage the site with millions of visitors each day.

The site also requested new features and user journeys, eg. the possibility for a delivery option in the checkout, I designed, tested and presented it for all internal stakeholders. For me it was important that the design was adaptable for both the current site as well as the new one for a seamless transition for the teams involved to the new site launch.

The screenshot shows a desktop view of the Former Telia website's checkout page. At the top, there is a navigation bar with links for 'Plånbok', 'Mobil', 'Mitt Telia', 'Bredband', 'Tv & Streaming', 'Support', and 'Kontakt'. On the right side of the header, there are icons for search, sign-in, and account management.

The main content area displays a product listing for an 'Apple iPhone 14 5G 128GB Blå' with 'Telia Mobil 15 GB'. The price is listed as '639 kr/mån'. Below this, there is a section titled 'Leverans' (Delivery) with options for 'Till ombud' (To agent) and 'Till dig' (To you). A note says 'Vid varje frakttärt ser du ett preliminär leveransdatum.' (At every shipping cost, you see a preliminary delivery date.)

Under 'Leverans', there is a 'Hemleverans' (Home delivery) section with a note: 'Preliminär leveransdatum: standard hemleverans den 19/10 kl 21:00'. It also mentions 'postord' (Post order) and 'Signaturen krävs.' (Signature required).

Below this, there is a 'Frågor & svar' (Questions & answers) section with three collapsed items: 'Varför krävs min signaturen vid leverans?', 'Kan jag följa min leverans?', and 'Varför är det inte samma leveranstid här som på produkttsidan?'

Further down, there is a 'Betalsätt varor' (Payment methods for goods) section with a note: 'Beställ'. Below this, there are sections for 'Betalning av varor med 36 mån räntefri delbetalning' (Payment of goods with 36 months interest-free instalments) and 'Betalning av tjänster' (Payment of services), both showing monthly payment options.

At the bottom of the page, there is a footer with the Telia logo, copyright information ('© Telia Sverige AB 554430-0142 Box 50077 973 22 Luleå Site: Stockholm'), social media links (Twitter, Facebook, YouTube), and quality seals ('Bra IT', 'Säkerhet', 'Omwebb').

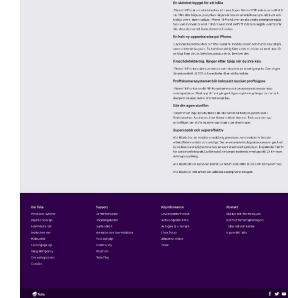
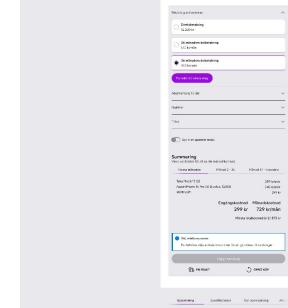
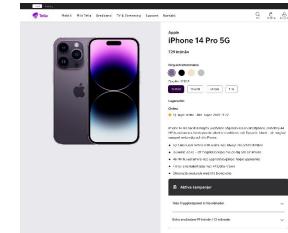
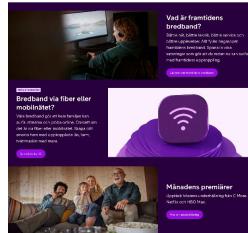
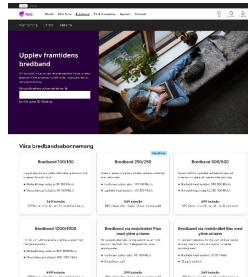
The old site with the new header navigation in desktop view first iteration of the delivery option in the checkout



In December of 2021 I was working with both the current and the new site together with the UI and UX lead for the new site.

Together with the small team of three we've been doing the design with contributions to and from the global design system as well as adapting the design in collaboration with the content department for the brand update. We also strive to work in close collaboration with the whole B2C part of Telia (logged in, support and the Telia app) as well as B2X - all the designers at Telia SE.

As of October 2022 parts of the new website was launched with the MVP:s, and the work continues henceforth.



The new site, MVP:s and first iteration in desktop view  
To the left; broadband landing page, to the right; the product page for mobile

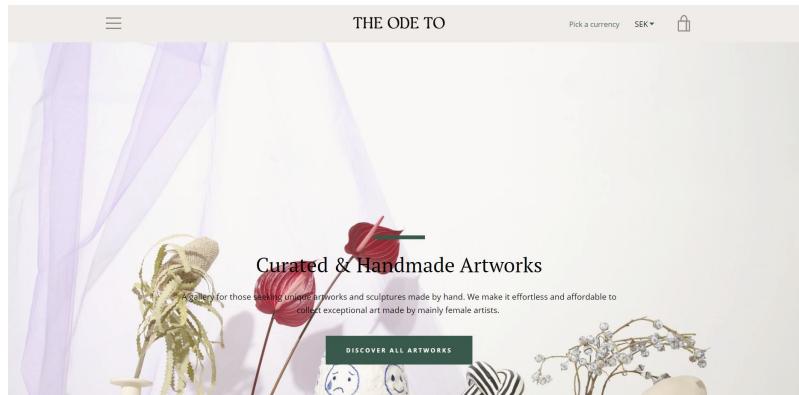
# Case 2

# The Ode To

The Ode To is a company that sells independent art online.

They needed help with improving the overall experience on their website that would fit the current design.

- Improved the main navigation and product filtering to the site
- Identified and resolved usability issues
- Built their content interface
- Improved old and added new features
- Boosted the site's SEO



The old hamburger menu navigation hid the menu options.

THE ODE TO

Pick a currency SEK

THE ODE TO ARTWORKS CUSTOMER SERVICE ABOUT SEK

Artworks Selected by Inspiration Highlight

All artworks Ivania Carpio How to start an art collection

New Arrivals Karolina Modig Our art advisors

Sculptures Linnéa Salmén How pricing works

Wall Art Co-Founder Anna Lukins About Us

Design objects Co-Founder Helena Carlberg Digital exhibitions

Editions Artists

Gift card Erika Emerén Exhibition

Artist Portraits

Shiny Little Treat  
6,900 kr

Powered by [Globo Mega Menu](#)

Curated & Handmade Art

A gallery for those seeking unique artworks and sculptures made by hand. We make collect exceptional art made by mainly female artists

DISCOVER ALL ARTWORKS

The new mega menu navigation with a selected product highlight shows all the options.

The old filter was cluttered and provided no advanced options for the user.

The image displays two side-by-side screenshots of the THE ODE TO website. The left screenshot shows the 'Prints' section, where a cluttered dropdown menu labeled 'Filter' lists numerous artist names. The right screenshot shows the 'Sculptures' section, which features a more organized and advanced filtering interface. This interface includes dropdown menus for 'Artist', 'Artwork Type', 'Price' (with a slider from 650 to 25000), and 'Style'. It also includes a 'Sort' dropdown and a search bar at the top.

The new implemented filter option provides the user with filtering categories to choose from.

The old FAQ desktop version was a cluttered list of information, and overwhelming to read.

**SHIPPING**

**How much is the shipping fee?**  
We use standard shipping rates and since we want your products to arrive in good condition, we're using trackable shipping that will handle your package with care.

Sweden  
Prints and originals 49 kr. Sculptures and large originals 99 kr.

DK, FI, Baltics, DE, BE, NL, LU, PL, SK, CZ, AT, UK  
Prints and originals €15. Sculptures and large originals €24.

BE, IE, BG, RO, ES, GR, HR, HU, IT, PT, SL, MT, CY  
Prints and originals €24. Sculptures and large originals €34.

Norway  
Prints and originals 199 SEK. Sculptures and large originals 299 SEK.

Orders are shipped on a Delivery Duty Unpaid (DDU) basis, meaning that all taxes and duties are levied by the used shipping carrier. We are unable to calculate the exact amount in duties and taxes as charges are imposed directly by the Norwegian customs and postal code. The Ode To do or related charges. Taxes and duties incurred on refused or unclaimed packages are not covered by the shipping fee.

**How do you ship the products?**  
Sweden: we use Postnord for shipping and the delivery time is normally 2-4 days from when the order is placed.

**ORDERS**

**Why can't I order a framed print?**  
Framing is only available in Sweden, due to high shipping costs. If your delivery address is outside Sweden, you won't be able to place the order with a frame.

**How do I know that my order has been registered?**

**I have not received an order confirmation**

**I have not received any text notification**

The new FAQ implemented is a structured open/collapsed accordion for each FAQ subject that I built with pure CSS and HTML.

[My FAQ solution is currently live on the site →](#)

The design was made **responsive**.

A screenshot of a mobile application interface titled "THE ODE TO". At the top right is a currency selector showing "SEK kr" and a user icon. Below the title are two dropdown menus: "FILTER" and "SORT". Under "FILTER", there is a section for "ARTIST" with a list of names and their counts: Emeli Höcks (7), Erika Kristoffersson Bredberg (9), Fanny Bylund (6), Fanny Ollas (16), and Fanny Schultz (1). Below this is a section for "ARTWORK TYPE". Under "PRICE", there is a range slider from 500 to 18,000 with numerical markers at 500, 4875, 9250, 13625, and 18000. Under "STYLE", there is a horizontal color swatch with labels: EMELI HÖCKS, DUM KERAMIK, T.F.T.S. 1, and FAKE MARBLE. A green circular arrow icon is located to the right of the style swatch.

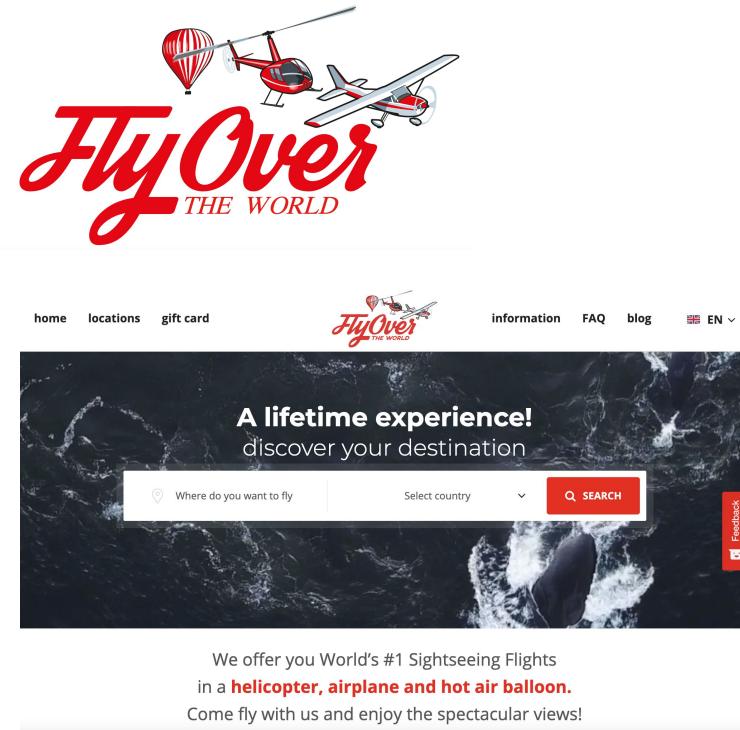
A screenshot of a mobile application interface titled "THE ODE TO". At the top right is a currency selector showing "SEK kr" and a user icon. Below the title is a section titled "ORDERS". There are four expandable questions: "Why can't I order a framed print?", "How do I know that my order has been registered?", "I have not received an order confirmation", and "I have not received any text notification". The last question is currently expanded, showing a message about text notifications for order confirmations. At the bottom right is a green circular icon with a white upward-pointing arrow.

# Case 3

# Fly over the world

Fly Over the World is a booking platform for sightseeing flights. Their request was for me to build a unified and smooth booking experience for their end-to-end users for the upcoming third platform release.

- Stakeholder interviews
- Usability evaluation
- UX Vision
- Customer Journey
- Google analytics and Hotjar reports
- Persona
- Top level user flow
- Sitemapping/Information architecture
- Wireframes (desktop and mobile, including UI)



The screenshot shows the homepage of the FlyOver website. At the top, there is a logo featuring three red aircraft (a hot air balloon, a helicopter, and a propeller plane) flying above the text "FlyOver THE WORLD". Below the logo is a navigation bar with links for "home", "locations", "gift card", "information", "FAQ", "blog", and a language selector "EN". The main banner has a dark background with a map of the world and the text "A lifetime experience! discover your destination". Below the banner is a search interface with fields for "Where do you want to fly", "Select country", and a "SEARCH" button. A "Feedback" link is located in the bottom right corner of the banner area. At the bottom of the page, there is a promotional message: "We offer you World's #1 Sightseeing Flights in a **helicopter, airplane and hot air balloon**. Come fly with us and enjoy the spectacular views!"

*The current website they wanted to improve*

The customer journey with a legend of the desired user flow with detours and irregularities.

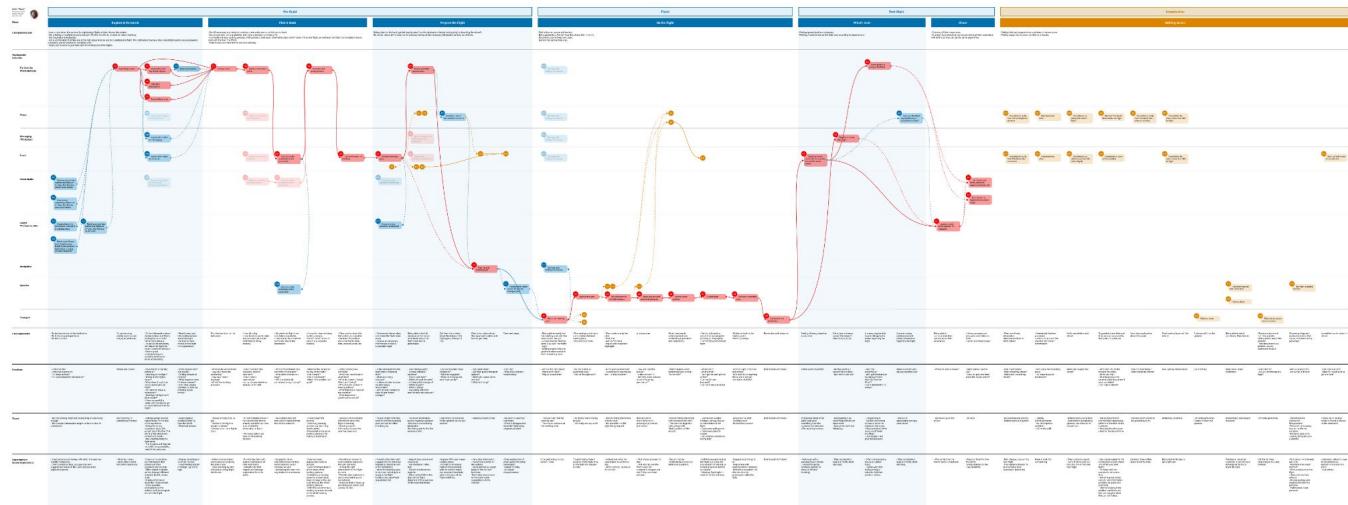


The touchpoints/activities have a number #.# which refers to places in the design.

required —————  
optional - - - - -

#### Priority:

1. Ideal journey - the journey we want the customer to make
2. Detour - things people don't always do, but still important
3. Irregularities/Issues to solve
4. Variants - other media alternatives for touchpoints in the ideal journey or detours



The Persona of the Fly Over the World customer.



**Age** 36-40  
**Job Title** Freelance Journalist  
**Status** Unmarried, cohabiting, 1 child (two years old)

**TYPICAL TRIP**

<b>Traveling partners</b>	Alone, or with 3 really good friends
<b>Where</b>	Cultural and city trips
<b>When</b>	Bank holidays, avoids tourist seasons
<b>How</b>	By train
<b>Typical stay</b>	B&B
<b>How long</b>	4 nights
<b>Frequency</b>	1 longer trip, 2 shorter trips per year

## Nora The Independent Explorer

*"When I travel I'm always searching for exciting and unique experiences! A sightseeing flight is the perfect activity that gives such a thrill and provides a great view of the city from above."*

### ABOUT

Nora is an open minded person, constantly looking for new opportunities. She likes to travel to different places and always seeks unique experiences. Nora cares about the environment and therefore prefers to travel by train. Even though Nora is curious and adventurous she is also logical, has a critical and analytic approach to her decisions, and wants to be well-informed. She focuses on authentic and inspiring experiences.

### PERSONALITY TRAITS



### GOALS

- Be as environmentally friendly as possible
- Learn and experience new things
- Make her trip stand out with a sightseeing tour
- Take exceptional pictures
- Share her adventure with the world

### WANTS

- A service having online presence on multiple channels
- A spontaneous, genuine experience
- Direct and up-to-date information
- Inspiring and inviting activites with 'real' stories that are honest, colorful and with emotions
- Breathtaking scenery

### NEEDS

- Honest reviews to evaluate her decisions
- Smooth and uncomplicated processes while booking and planning her trip

### FRUSTRATIONS

- Not being able to ask questions
- Unclear information
- Advertisement, and 'advertisement stories'
- Forceful selling (skeptical about big business)
- Mass tourism, crowded tours

### MOTIVATIONS TO DO A SIGHTSEEING TOUR

Nora is attracted to the experience of sightseeing flying since it's a 'once in a lifetime' opportunity that taps into her adventurous side. She dislikes the feeling of being a tourist which makes sightseeing flights ideal because it's private and unique. Since she also is an avid user of social media a sightseeing tour is a perfect experience for showing off her idealistic side by taking (and posing for) photos.

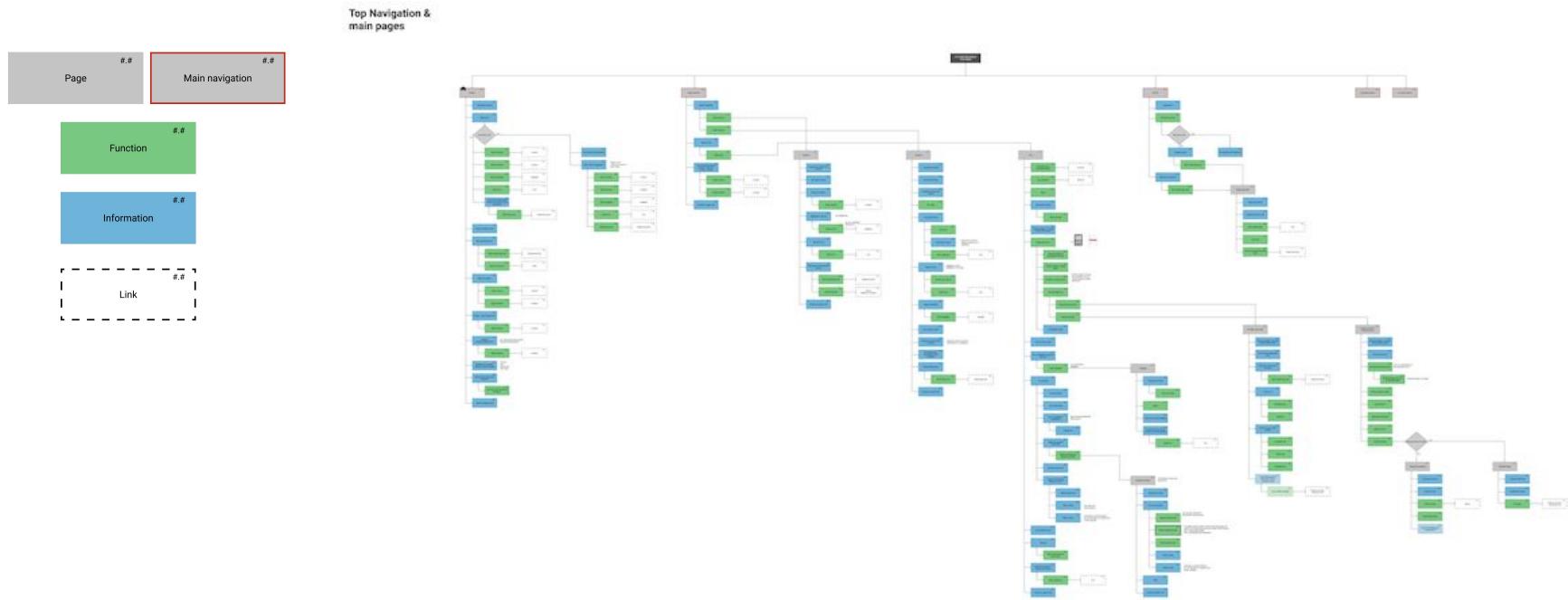
She is tech-savvy and uses:



### Frequently Used Apps



**The sitemap/Information architecture of the new platform in detail with each pages information and functions.**



## Wireframes with annotations of the mobile tour page.

The tour page title has a different top navigation than the rest of the site.

On the mobile version a sticky header is always present on the screen as a booking widget.

When price options is selected an overlay of the price categories appears on the screen.

When you book a shared flight you are flying with other people. It's important to note that if you book a flight for more than one person, you might **not share the same flight**. This information will be provided clearly in the payment form.

Price per passenger: 1,500 SEK  
1 to 3 passengers: 2,895 SEK  
1 to 4 passengers: 4,895 SEK

**Shared flights**

When you book a shared flight you are flying with other people. It's important to note that if you book a flight for more than one person, you might **not share the same flight**. This information will be provided clearly in the payment form.

Price per passenger: 2,500 SEK

**Private flights**

When you book a private flight you are flying alone. You won't be charged extra for a gift.

Price per passenger: 2,500 SEK

Route

The tour starts at [departure] airport and takes you to [the destination].  
Follow the route line for a detailed look, or click on the link for a detailed view.

More about the location

Open In Google Maps

When the user press the google maps they get a go to google maps pop up option.

Enjoy a beautiful helicopter tour and picnic in Stockholm

Duration: Lorem ipsum, consectetur adipiscing elit, sed do eiusmod.

Departure (Location): Lorem ipsum, consectetur adipiscing elit, sed do eiusmod.

Arrival (Location): Lorem ipsum, consectetur adipiscing elit, sed do eiusmod.

Passenger count: 100 | Person 4.7 (7 reviews)

Book

More price options

Highlights on this tour

Route

4.7 (7 reviews)

Tour version m....

From 2,258 kr per person

Flight type: Private flight

Passengers: 5 Adults

Book a timelist or reserve a custom date and time.

Date: Custom

Time: Book

Cancellation policy: Buy a gift for someone else

5 Adults

2 Shared flight Why mixed flight?

Total: 4,895 kr

The reservation form is an overlay that takes up the whole screen.

Your flight

Flight type: Private flight

Passengers: 5 Adults

Book a timelist or reserve a custom date and time.

Date: Custom

Time: Reserve

You won't be charged extra for a gift.

5 Adults

2 Shared flight Why mixed flight?

Total: 4,895 kr

The form has another appearance based on the selection of the timelist or custom button.

Form/Reservat...

Form/Dropd...

Form/Dropd...

Contact details

Name: Enter first name

Last name: Enter last name

Mail: Enter mail

Phone: Enter phone number

Call to action

When price transferred payment p reserver

Overlay pop up...

I worked closely with the brands typography and colors. During the project I suggested a new red color (#D20000) that met the **accessibility requirements**.



The old brand color



The suggested accessible color

## Typography

### H1 32 Header

### SH1 28 Header

### SH2 22 Header

### SH3 19 Header

#### Section

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### Tour page title

#### Tour page sub header

Only use light, regular and bold.

p+ 17 Paragraph

16 Body

p1 16 highlighted

**p1 16 bold**

p2 15 Paragraph

p3 13 Paragraph

This is a link

## Colors



I built all the components from scratch.

## Navigation

This section displays various navigation components built from scratch. It includes:

- Breadcrumbs: A standard breadcrumb trail with links for Home, Activity, Products, Destinations, and Services.
- Desktop navigation: A horizontal navigation bar with tabs for Explore, Destinations, Services, and a search bar.
- Mobile navigation: A vertical navigation menu with sections for Explore, Destinations, Services, and social media links.
- Your page sticky menus on desktop: Examples of sticky menus at the top of a page, showing how they move with the user's scroll.
- Your page sticky menus with header desktop: Examples of sticky menus at the top of a page, showing how they move with the user's scroll.
- Your page sticky menus on mobile: Examples of sticky menus at the top of a page, showing how they move with the user's scroll.
- Mobile navigation bar page: A modal or overlay showing a navigation bar with links for Home, Activity, Products, Destinations, and Services.

## Contact form

This section shows two versions of a contact form:

- Contact form desktop: A desktop version with fields for Name, Email, and Message, along with a file input for attachments.
- Contact form mobile: A mobile version with a simplified interface, showing the same fields in a more compact layout.

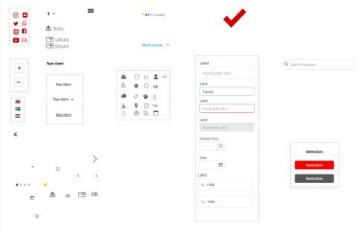
A small modal or overlay component with a close button and some descriptive text.

## Booking stepper

This diagram illustrates the booking stepper process across different service types:

- First service: Shows a single step labeled "Arrive".
- First service components: Shows two steps labeled "Arrive" and "Arrived first pilot".
- Current service, pre-step desktop: Shows four steps labeled "Arrive", "Arrived first pilot", "Confir and Pay", and "Boarding pass".
- Current service, half page desktop: Shows four steps labeled "Arrive", "Arrived first pilot", "Confir and Pay", and "Boarding pass".
- Current service, mobile: Shows four steps labeled "Arrive", "Arrived first pilot", "Confir and Pay", and "Boarding pass".
- Booking stepper components: Shows three components: "Arrive", "Arrived first pilot", and "Label".

## Icons



## Price categories

This section shows two price category components:

- Price categories desktop: A desktop view of price categories for Shared flights and Private flights.
- Price categories: A detailed view of price categories for Shared flights and Private flights, showing specific rates for different passenger types.

## Reviews

This section shows a review component with multiple reviews and a pop-up modal:

- Review desktop: A desktop view of reviews for a service, showing a list of reviews with names and short descriptions.
- Review mobile: A mobile view of reviews for a service, showing a list of reviews with names and short descriptions.
- Pop up review desktop: A modal window showing a single review with a star rating of 4.7/5 and a "See the first review" button.

## Booking form summary

This section shows three booking form summary components for different tours:

- Booking order summary desktop: A desktop view of a booking order for a Stockholm Helicopter tour, showing details like flight date, time, passengers, and price.
- Order summary Stockholm helicopter tour: A detailed view of the booking order for the Stockholm Helicopter tour, showing flight details, passengers, and price.
- Stockholm Helicopter tour: A mobile view of the booking order for the Stockholm Helicopter tour, showing flight details, passengers, and price.

The tour page desktop version, the beginning of the booking flow.

This screenshot shows a travel booking page for a helicopter tour in Stockholm. At the top, there's a navigation bar with links for 'Log in', 'Logout', 'Destinations', 'Search', and a search bar. Below the header, the title 'Stockholm helicopter tour' is displayed, along with a small 'Edit' icon.

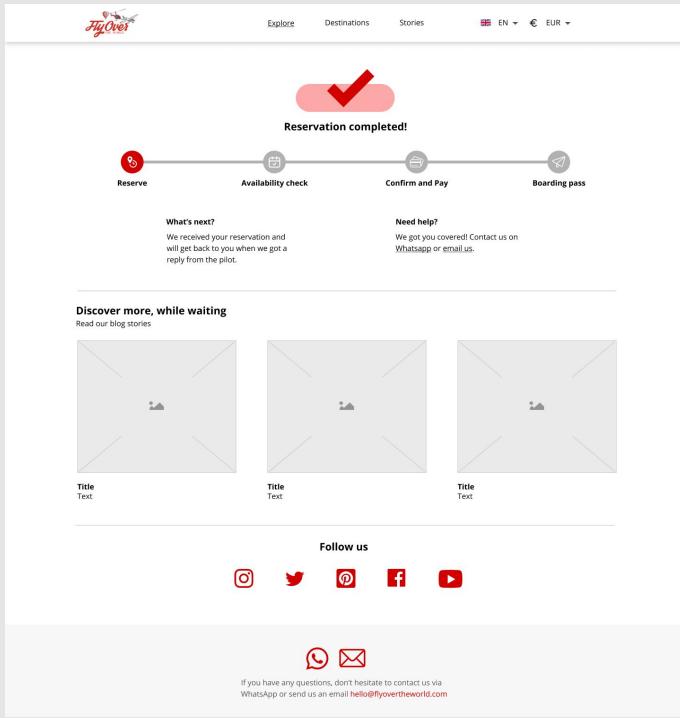
The main content area starts with a section titled 'Enjoy a beautiful helicopter tour and pickup in Stockholm'. It features several small thumbnail images of the tour, each with a 'Learn more' button below it. To the right of these thumbnails is a price summary: 'From \$250 per person' with a dropdown menu set to 'Night 1pm', a 'Passenger' dropdown, and a 'Book now' button.

Below this is a section titled 'Highlights on this tour' with three small thumbnail images labeled 'Lah', 'Lah', and 'Lah'. Underneath is a 'Reviews' section showing a map of Stockholm with a red flight path line, followed by a 'Read reviews' button.

The next section is 'Things to know' which contains a grid of 12 items, each with a title and a small icon. Some titles include 'How to book', 'What to expect', 'What to wear', 'What to bring', and 'Food & drink'. Below this is a weather forecast for Stockholm with icons for sun, clouds, and rain.

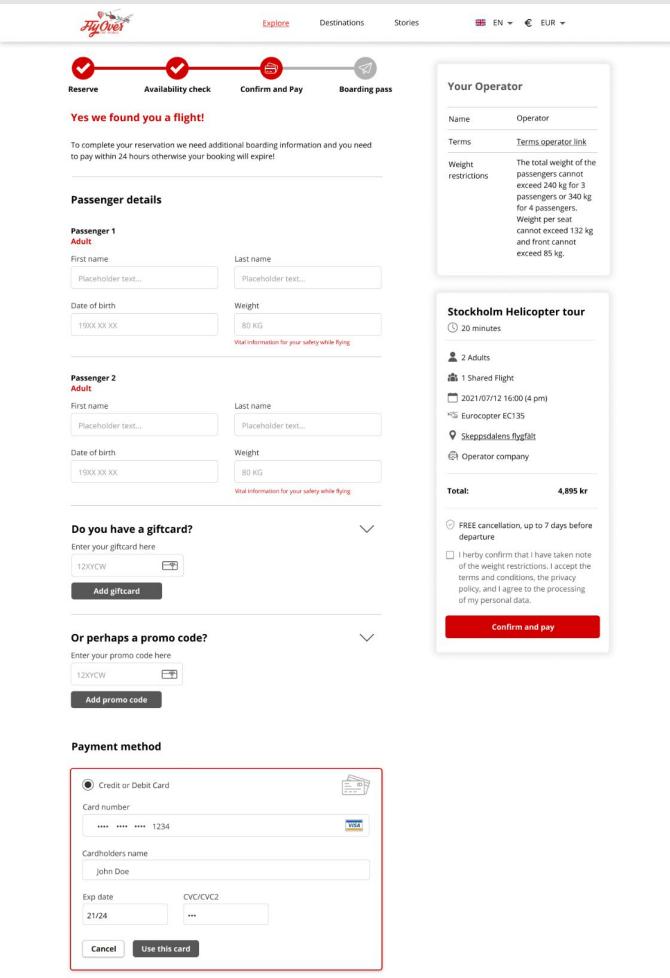
At the bottom of the page, there are sections for 'Similar tours' and 'Explore stories from this tour', each featuring three small thumbnail images. A footer at the very bottom includes social media icons for Facebook, Twitter, and YouTube, along with a copyright notice: '© 2017 GoEuro.com. All rights reserved. Message or email us at [feedback@goeuro.com](mailto:feedback@goeuro.com)'.

# The booking page.



The reservation completed page for FlyOver. At the top, there's a navigation bar with 'Explore', 'Destinations', 'Stories', language 'EN', and currency 'EUR'. A large red checkmark icon is centered above the main content. Below it, a horizontal progress bar shows four steps: 'Reserve' (red), 'Availability check' (grey), 'Confirm and Pay' (grey), and 'Boarding pass' (grey). A message 'Reservation completed!' is displayed above the progress bar. Underneath, there are two sections: 'What's next?' and 'Need help?'. 'What's next?' says: 'We received your reservation and will get back to you when we got a reply from the pilot.' 'Need help?' says: 'We got you covered! Contact us on WhatsApp or email us.' Below these, there's a section titled 'Discover more, while waiting' with placeholder text for three blog stories. There's also a 'Follow us' section with social media icons for Instagram, Twitter, Pinterest, Facebook, and YouTube. At the bottom, there are contact links for WhatsApp and email, and a note about contacting via WhatsApp or email to hello@flyovertheworld.com.

The reservation complete page.



The booking page for FlyOver. At the top, there's a navigation bar with 'Explore', 'Destinations', 'Stories', language 'EN', and currency 'EUR'. A horizontal progress bar shows four steps: 'Reserve' (red), 'Availability check' (green), 'Confirm and Pay' (grey), and 'Boarding pass' (grey). A message 'Yes we found you a flight!' is displayed above the progress bar. Below it, a note says: 'To complete your reservation we need additional boarding information and you need to pay within 24 hours otherwise your booking will expire!' Under 'Passenger details', there are fields for 'Passenger 1 Adult' (First name, Last name, Date of birth, Weight) and 'Passenger 2 Adult' (First name, Last name, Date of birth, Weight). Both passenger sections include a note: 'Visit information for your safety while flying...'. Below this, there's a section for a gift card with a field 'Enter your giftcard here' containing '123XYCWL' and a button 'Add giftcard'. There's also a section for a promo code with a field 'Enter your promo code here' containing '123XYCWL' and a button 'Add promo code'. At the bottom, there's a 'Payment method' section with a red border, showing a selected radio button for 'Credit or Debit Card'. It includes fields for 'Card number' (1234), 'Cardholders name' (John Doe), 'Exp date' (21/24), and 'CVC/CVC2' (three dots). Buttons 'Cancel' and 'Use this card' are at the bottom right. To the right of the main form, there's a sidebar titled 'Your Operator' with fields for 'Name' (operator), 'Terms' (operator link), and 'Weight restrictions' (total weight of passengers cannot exceed 240 kg for 3 passengers or 340 kg for 4 passengers, weight per seat cannot exceed 132 kg and front cannot exceed 85 kg). Below this is a section for 'Stockholm Helicopter tour' with details: '2 Adults', 'I Shared Flight', '2021/07/12 16:00 (4 pm)', 'Eurocopter EC135', 'Skeppsdalslens.flygflit', 'Operator company', and a total price of '4,895 kr'. There's also a note about 'FREE cancellation, up to 7 days before departure' and a checkbox for accepting terms and conditions.



**All done!**

Thank you, your payment has been successful. Your boarding pass has been sent to [email@name.com](mailto:email@name.com)

📍 Departure   🗂️ What to bring   📸 What to wear

**Why not read our blog while you wait?**  
Here are some selected stories from the tour:



[Go to our blog](#)

**Follow us**



If you have any questions, don't hesitate to contact us via WhatsApp or send us an email [hello@flyovertheworld.com](mailto:hello@flyovertheworld.com)

This is the payment complete page



**Oh no, something went wrong!**

Your payment wasn't successful. Try again or contact us at [hello@flyovertheworld.com](mailto:hello@flyovertheworld.com)

[Try again](#)

**Why didn't my payment go through?**



If you have any questions, don't hesitate to contact us via WhatsApp or send us an email [hello@flyovertheworld.com](mailto:hello@flyovertheworld.com)

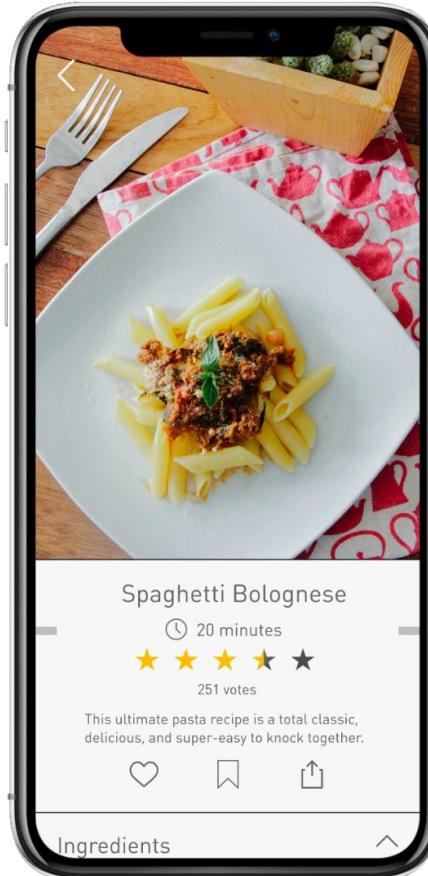
The payment failed page.

# Case 4

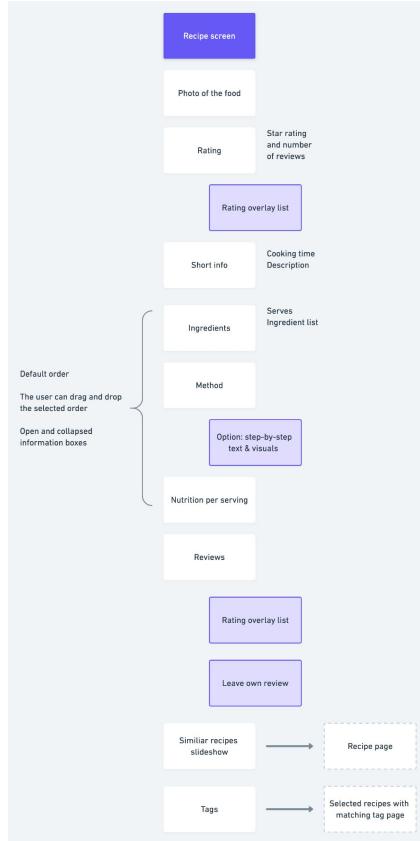
# Recipe app for Duolingo

What if Duolingo made a recipe app? I made a suggestion on how the recipe page could look like on iOS based on findings using the Design Thinking Method:

- **Empathize** - Company background, current application observation/benchmark, customer reviews, competitive analysis, user tests + user interviews
- **Define** - Personas, Hypothesis
- **Ideate** - Brainstormed with a two friends, sketching
- **Prototype** - Information architecture, Wireframes, UI
- **Test** - User tests of the prototype



Information architecture to represent the hierarchy of the presented information.



A competitive analysis followed by user tests of the highest ranking and used recipe apps.



Kitchen  
stories



Tasty (by  
Buzzfeed)



Lifesum

Three personas that represented the user insights.



Sarah 'Know it by heart'

Sarah knows a recipe by looking at it once. Sarah rather requires **inspiration** and **motivation** when it comes to cooking. What to choose when you already know it all?



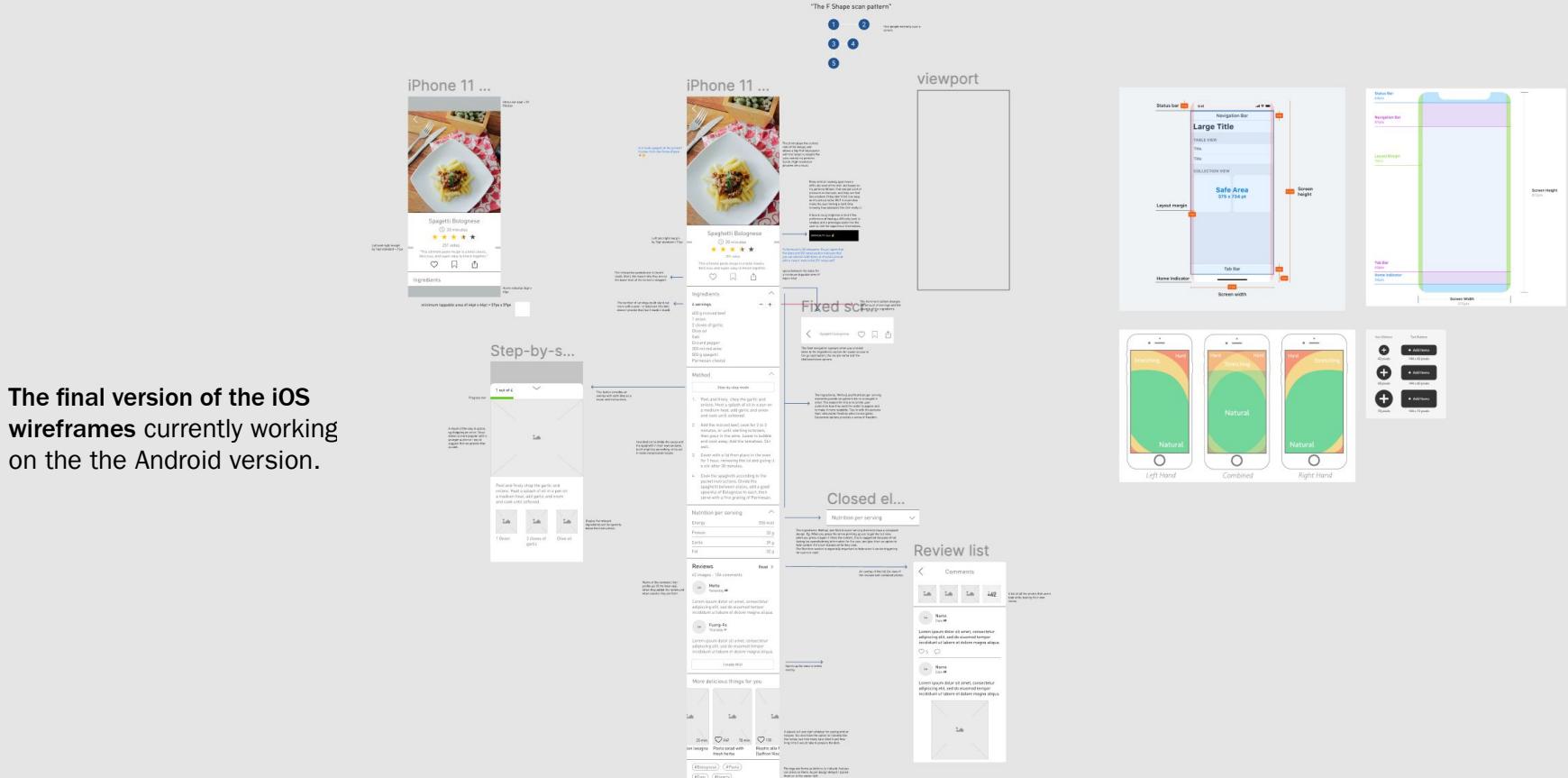
Marc 'Cooking with freedom'

Marc is pretty self taught and likes to improvise his recipes, but still need to know that he has **something to fall back on**, but he needs it in his own way. **Freedom**.



Allison 'What's the next step?'

Allison never seem to succeed in the kitchen, and feels rather stressed out that people have a sixth sense with cooking. She needs **clear directions** and **structure** to achieve her cooking goals.



[Figma wireframes for the Duolingo recipe project →](#)

One more thing...

# One more thing

I love to write, in all its forms, both professionally and private and my goal is to combine my writing experience as well as my recent work in communications and content creation. I find UX Writing especially intriguing and would love to expand my knowledge in that profession as well.

If you are curious about my work you can find it on [Medium](#) and [LinkedIn](#).



## Being an UX-intern during a pandemic

 Carolina Karlsson May 8, 2020 · 4 min read



As challenging as the spring of 2020 has been on a global level, the power of the digital world has been thriving. So how does a UX intern make the most out of the situation? How can a remote and self-taught experience help you evolve in your career?

When I heard that my internship still was going to take place I knew I was one of the lucky ones — many of my classmates lost their internship and had to rely on the school for guidance, some even lost their motivation all together. I wholeheartedly understand how it can occur when all the doors for other potential internship has been shut because *how* can companies bring in interns when they might have a hard time taking care of their own employees?



Nå alla dina konsulter på ett ögonblick genom vårt adminverktyg



info@adocka.com

# Adocka

My current venture with writing is for the company Adocka. It's a cloud based SaaS platform for staffing companies.

I'm responsible for creating **informative content** for current and potential customers about the development within the company and its platform. The information is communicated in the form of LinkedIn posts, webinars and customer newsletters.

Here is a few selection of posts I've made for them (in Swedish):

[6 things that defines Adocka](#)

[Adocka's SMS function](#)

[5 questions for Adocka's head of sales](#)



# Medium & LinkedIn

- I Started writing at **Medium** a year ago

## My first article

## Five tips on facilitating a successful Usability Test

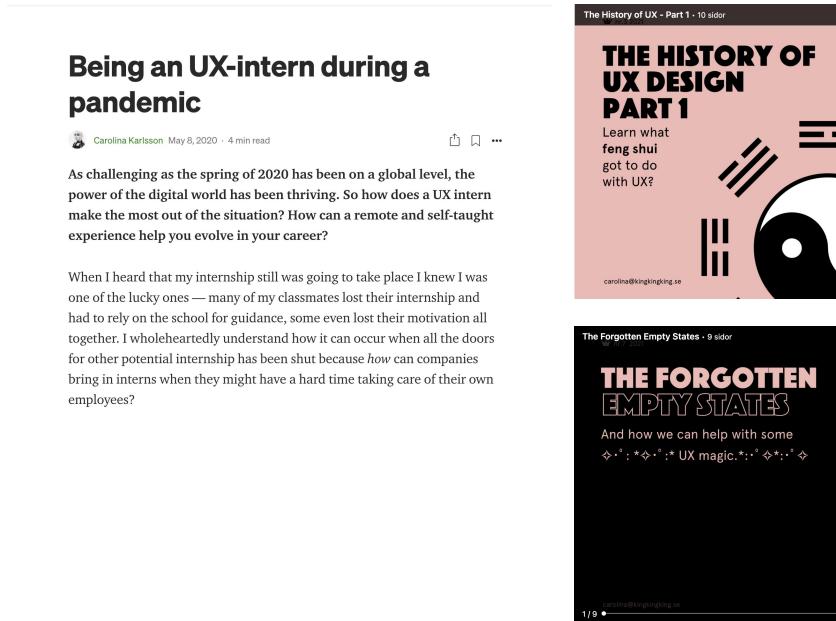
## UX Competitive analysis/research

- Since the beginning at King King King I've been posting UX related subjects to [LinkedIn](#), here are three samples:

Avoid cognitive overload

## The history of UX Design

## The forgotten empty states



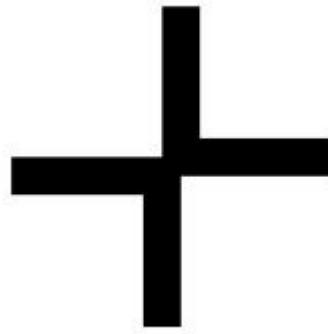
# Proud member of the Interaction Design Foundation

As often as I can I like to take new courses and lectures regarding UX Design, and similar professions. In my free time I'm currently taking courses in:

- Mobile User Experience (UX Design)
- Accessibility: How to Design for All



# Other companies I've worked with



Tät-a-Tät



Husqvarna

# Thank you

Don't hesitate to contact me if you have any questions



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