



ELIN FORSBERG

UX DESIGNER | FRONTEND
DEVELOPER | KTH GRADUATE

PROFILE

I'm a curious UX-designer with a passion for digital transformation and human-centered design. I always strive to combine my creativity and social skills with my analytical mindset. My genuine interest in people and technology is reflected in my academic credentials as well as in my project- and work experiences. I am solution-oriented and independent, however, I also thrive in a social and diverse environment and I enjoy working in teams.

SKILLS AND ABILITIES

TECHNICAL

Javascript, React.js, React Native, D3.js, Python, HTML/CSS

OTHER

Design Thinking, User Research, User Testing, UX Design, UI Design, Interaction Design, Concept Development, User Story Mapping, Wireframing, Prototyping

TOOLS

Figma, Github

REFERENCES

Provided on request

CONTACT

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<https://linkedin.com/in/elinfors/>

<https://elinfors.github.io/portfolio/>

EDUCATION

M.SC IN INTERACTIVE MEDIA TECHNOLOGY

KTH - ROYAL INSTITUTE OF TECHNOLOGY | 2019-PRESENT

In-depth knowledge in Interaction Design, Human-Computer Interaction, Information Visualization and Frontend Development.

EXCHANGE STUDIES

DTU - TECHNICAL UNIVERSITY OF DENMARK | AUTUMN 2020

Specialization in Product Development, Interaction Design, UX Design, Strategy and Innovation.

B.SC IN MEDIA TECHNOLOGY AND ENGINEERING

KTH - ROYAL INSTITUTE OF TECHNOLOGY | 2016-2019

Knowledge in Mathematics, Computer Science, Human-Computer Interaction and Design.

PROJECT EXPERIENCE

PRODUCT DESIGNER, FRONTEND DEVELOPER

STOCKHOLM'S CENTRE FOR EATING DISORDERS | AUTUMN 2020

Designed and developed a mobile application (MVP) for self-registration of meals during online treatment. Conducted user research, stakeholder interviews, user journey mapping, wireframing, prototyping and user testing. Tests showed that the application was perceived more easy to use and engaging for patients.

UX-DESIGNER, PROJECT MANAGER, FRONTEND DEVELOPER

KTH - FLIGHT TEAM | SPRING 2020

Designed and developed an interactive web application of KTH researchers' flight data. The application enabled pattern discovery in flight habits and encouraged more sustainable decisions to reduce CO2 emissions in aviation-intensive organizations.

EMPLOYMENT HISTORY

MASTER'S THESIS

NORDIC MORNING | SPRING 2021

- Writing master's thesis within UX about how prospective customers' initial trust for an unknown e-vendor is affected by the design of the mobile e-commerce website.

UX-DESIGNER

KOLLIN, CRASH COURSE AB | AUTUMN 2019

- Designed the onboarding process on the platform for improved user experience. Conducted qualitative user research and competitive analysis as well as mapped customer journey, created wireframes and user tested these. The results were implemented in the platform and were well received by new users who more quickly got Kollin's offer.

PART TIME- AND SUMMER EMPLOYED

HANDELSBANKEN CAPITAL MARKETS | 2017-2020

- Managed payments and communication with external counterparties. Analyzed discrepancies and ensured correct transactions as a back office administrator.

CORPORATE EVENT RESOURCE

IDG INTERNATIONAL DATA GROUP AB | 2019

- Planned and managed invitations as well as customer- and partner communication for large IT-related events, such as *Webbdagarna*.

GRAPHIC DESIGNER

HANDELSBANKEN AB | SPRING 2018

- Designed and developed a graphic customer journey for a pitch of an internal project. Defined customers' problems, needs and goals, created personas and customer journey. The pitch was successful and appreciated and was used on several occasions.

ENGINEERING INTERN

HANDELSBANKEN CAPITAL MARKETS | AUTUMN 2015

- Involved in the UI design of a new web based reporting system.
- Part of a large internal project where a financial system was replaced.