



ELLA SÖDERLUND

SERVICE DESIGNER

I'm interested in all things digital, and especially in product and business development. I love creative problem solving, and I'm good at using design thinking and service design methods in my work.

SKILLS & ABILITIES

Experience in: prototyping, business analysis, requirement specification, UX design, user research, workshop facilitation, process mapping

Familiar prototyping tools: Axure, Adobe XD, Figma, Sketch

CONTACT INFORMATION

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[LinkedIn](#)

EMPLOYMENT HISTORY

Service Designer

Vaana Oy (12/2019-present)

- Member of the product development team
- Requirement and user story specification and documentation
- Workshop facilitation
- Various UX design tasks
- Process mapping and documentation

Business Analyst

Capgemini Finland Oy (10/2017-12/2019)

- Requirements and user story specification and documentation
- User research using design thinking and service design methods
- Various UX design tasks
- Workshop facilitation

Customer Service Advisor

Kekkilä Oy (03-08/16 & 04-08/17)

- Providing customer service by phone and email for B2B customers in Finland and abroad
- Order fulfillment, inbound sales & maintaining customer database
- Handling export documentation

Study Affairs Secretary and Summer Intern

Aalto University 01/14-04/15 & 05-08/15)

- Providing customer services for applicant inquiries
- Assisting in & administrating the student recruitment process
- Producing marketing material

Sales Associate

HOK-Elanto Liiketoiminta Oy 08/10-08/13

- Customer service, operating cash register, stock piling

EDUCATION

MSc in Management and International Business

Aalto University School of Business
Graduated in 2018

Specialization: Strategy
Minor: Marketing

BSc in Economics and Business Administration

Aalto University School of Business, Mikkeli Campus
Graduated in 2016

Major: International business
Exchange studies at Tilburg University, the Netherlands

INTERESTS AND HOBBIES

I love baking cakes (@leivottua on Instagram) and doing all kinds of crafts and graphic design things whilst enjoying time spent with my daughter and husband.

PORTFOLIO

ELLA SÖDERLUND

EXPERIENCE

Public sector: security

Private sector: health and social services

SKILLS & TOOLS

Web development

Basics of HTML and CSS

Prototyping tools

Axure RP

Figma

Adobe XD

Sketch

PROJECTS

Process mapping (01-04/2020)

Vaana Oy

Task: Improve documentation process and document existing processes

Methods: Interviews, small workshops, desktop research

Feedback: "Ella has done a tremendous job documenting the current processes! This will help us lowering the risk of knowledge loss and improving employee onboarding process."

4-day Design Sprint (01-02/2020)

Vaana Oy

Task: Design and test customer onboarding process (new functionality)

Method: Design Sprint 2.0, workshop facilitation, prototyping, user testing

Feedback from colleagues: "The workshop days were very well planned and executed. Time was spent efficiently, and we managed to come up with a design that only needs a bit of polishing and it's ready for implementation!"

Customer journey mapping (06-11/2019)

Capgemini Finland Oy

Client: Public sector operator in the field of security

Task: Create a customer journey map and a service blueprint for a complex process

Methods: Workshops, desktop research

Feedback: I resigned from Capgemini before receiving formal feedback, but the customer and the testing team was very pleased with the documentation as it captured the very complex customer journey visually.

Usability testing (11-12/2018)

Capgemini Finland Oy

Client: Public sector operator in the field of security

Task: Create a high-fidelity prototype and organize a usability testing session with end-users

Methods: Workshops, documentation, prototyping, usability testing

Feedback from customer's Product Owner: "All in all, I'm very satisfied in Ella's work, especially considering the niche field and how she has had to learn about the business in order to move on with the development work. Especially, the usability testing was very successful, and I'm glad that we managed to keep in schedule despite the strict deadlines."

Requirements specification & documentation (12/2017-08/2018)

Capgemini Finland Oy

Client: Public sector operator in the field of security

Task: Document hundreds of user stories, create use cases and design prototypes

Methods: workshops, wireframe and prototype design, use case documentation, user story documentation

Feedback from Project Manager: "Ella joined the team last November and managed to hop onboard, working with a challenging project. She was working with the team that was responsible to design a complex system for the client. Always ready to help, Ella has demonstrated a winning spirit by taking on more responsibility in the project, while at the same time gaining understanding of the system functionality."

This is only a small fraction of the work I have done. I have lots of experience in user story and requirement specification and documentation, UX design, user research etc.