

MAXIMILIAN RELAM WIDE

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Work experience

UX/UI-Designer, Freelance

2024 May – Current

Specialised in product design, digital design, user experience, and interface design. Creating and delivering clear and user-friendly solutions that improve workflows, productivity, and customer experience. Extensive experience working with and redesigning legacy systems and platforms to meet modern user needs and technical requirements.

Clients freelance:

Göteborgs Universitet, Kompassant, ScandiKitchen UK

UX/UI-Designer, Koalitionen, Göteborg

2021 – 2025 September

Led the development of redesigning legacy systems to improve user experience, productivity, and information accessibility. Developed new features and interfaces for digital platforms, ensuring accessibility and alignment with brand identities through close collaboration with users, product owners, and developers. Created internal concepts, WordPress websites, and design prototypes to explore new ideas and opportunities within the company. Key responsibilities included UX/UI design, user research, and developing design systems.

Key clients at Koalitionen

Volvo Cars

2023 April – 2025

April

Redesigned internal production planning system to improve user flow, accessibility, and productivity. Contributed to the internal design system for future handover.

Telia Sverige

2022 June – 2023

June

Designed the logged-in experience for My Telia and created Telia Family, a first-to-market household service feature that consolidated platform offerings.

DialogTrail

2022 September –

2023 January

Improved user flows for new and existing users through rapid iteration with developers and founders.

Coop Sverige AB

2021 June – 2022

February

Designed a B2B customer portal combining legacy and new data-driven features with a modern interface for administrators and suppliers.

Previous experience

UX-Design-intern, Antrop, Stockholm	2019
Designer, Open Hack, Göteborg	2018
Art Director-intern, HiQ, Göteborg	2015 – 2016
Junior Consultant, Aller Media, Stockholm	2015

Education

YRGO, Digital Designer

Vocational higher education in UI/UX design, typography, motion design, and frontend development. Focused on design systems, visual identity, and user-centered product design through client projects and industry collaboration.

Hyper Island, Digital Media Creative

Experience-based program covering human-centered design, brand strategy, digital creativity, and team dynamics. Completed industry placement and real-world client projects.