

Maximilian Relam Wide

0707 40 49 31

maximilian.relam@gmail.com

linkedin.com/in/maximilianrelam

Portfolio: relam.se



Work Experience

UX/UI-Designer, Freelance

2024 May – Current

I work with product design, digital design, user experience, and interface design. My focus is on creating clear and user-friendly solutions that improve workflows, productivity, and customer experience. I have experience working with and redesigning legacy systems and platforms to meet modern user needs and technical requirements.

UX/UI-Designer, Koalition, Göteborg

2021 – 2025 September

At Koalition, I worked as a designer contributing to both client projects and internal initiatives. My responsibilities included UX/UI design, user research, and developing design systems for clients such as Volvo Cars, Telia, and Coop. I also created internal concepts, WordPress websites, and design prototypes to explore new ideas and opportunities within the company.

Volvo Cars (Consultant)

2023 April – 2025 April

At Volvo, I led the work of developing a new design for an internal work system used to plan global car manufacturing schedules. My responsibility was to improve the user experience by enhancing user flow and implementing modern, easy-to-use design elements that increased productivity and information accessibility. By collaborating with users, product owners, and developers, I ensured the system was accessible and aligned with the company's brand identity, allowing everyone to interact with it smoothly and in a way that reflected the company's image and needs. I also contributed to the internal design system for future handover in collaboration with other designers.

Telia Sverige (Consultant)

2022 June – 2023 June

I was tasked with developing the new design for the logged-in state of My Telia by updating and maintaining the design system in Sweden and globally. The goal was to update the user interface and user experience while making improvements to the current version. Additionally, I was the designer for Telia Family, a newly launched feature that enabled all household members to access and view their household services in one place. Telia was the first among its competitors to offer this type of service, and Telia Family was a milestone in

the company's platform consolidation strategy. By placing an even clearer focus on households, Telia was able to make everyday life easier for its customers.

DialogTrail (Consultant)

2022 September– 2023 January

I worked closely with developers, CEO, and founders to improve the user flow for both new and existing users. Getting familiar with the product and its limitations happened quickly, which enabled rapid iteration. This setup helped me create and validate new features, update existing solutions, and develop a new flow and structure for the service.

Coop Sverige AB (Consultant)

2021 June– 2022 February

As the primary designer, I was responsible for developing and designing a new B2B customer portal for Coop Sweden AB that combined both old and new data-driven features with a clean and modern interface for both administrators and suppliers. Through interviews with current Coop administrators, I developed a task-focused design for the admin side while ensuring easy access to information and product data on the supplier side. I sketched new ideas, validated them through user testing, and iterated on them to prevent them from becoming too complex.

Design-intern, FAB Agency, Göteborg

2021- 2021

I contributed as the agency's first UX/UI designer and was responsible for improving the user experience on client websites. By introducing new perspectives in digital design, I was able to modernize several older web projects.

UX-Design-intern, Antrop, Stockholm

2019

I worked with Ashoka and Sweden for UNHCR. For Ashoka, I conducted user testing, design, workshops and service design activities to improve the Changemaker's Yard platform. Simultaneously, I worked on a project for Sweden for UNHCR, where I uncovered new insights and redesigned of their organisation's website.

Designer, Open Hack, Göteborg

2018

My team and I were awarded a place at Chalmers Ventures upcoming Startup Camp. During the event, we spent two days designing and building a working prototype to facilitate housing and job exchanges between different professional groups.

Art Director-intern, Göteborg

2015 – 2016

During my time at HiQ, I was responsible for creating wireframes for Jula and ESS Group, editing photos, designing keynote presentations, and performing other graphic tasks as needed.

Junior Consultant, Aller Media, Stockholm

2015

I was responsible for designing and conducting workshops for employees, as well as developing concepts and creating mockups based on requirements.

Education

YRGO, Digital Designer

During my time at Yrgo, I expanded my knowledge and competencies in digital design. This included working with motion design, digital production, interaction design, front-end development and usability.

Hyper Island, Digital Media Creative

During the Digital Creative program, I gained a broad understanding of digital media and deepened my knowledge in design, technology, strategy, and entrepreneurship. I learned to combine creativity and communication in the digital world and developed a strong foundation for working professionally within digital design.