

# Maximilian Relam Wide

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Portfolio: relam.se



## Work Experience

### **UX/UI designer, Koalition, Göteborg**

2021 – 2025 September

### **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 juni – 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

As the only person with UX/UI knowledge and experience, I redesigned and improved the user experience for older clients' websites who wanted a more modern impression.

### **UX-Design-intern, Antrop, Stockholm**

2019

I had the opportunity to work with Ashoka and Sweden for UNHCR. For Ashoka, I conducted user testing, design, and workshops to improve the "Changemaker's Yard" platform. Simultaneously, I worked on a project for Sweden for UNHCR, where I identified new insights and conducted a minor redesign of their company-specific 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 Julia 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, and usability.

### **Hyper Island, Digital Media Creative**

During my time at Hyper Island, I gained valuable experience in teamwork, user behavior, and research methods. I also learned to understand holistic communication concepts and how to analyze data effectively. Additionally, I learned to step outside my comfort zone and engage in reflective practice.