

Irene Hagström

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Berlin

Summary

Bringing 20+ years of extensive experience in user-centered design, product strategy, and business analysis with experience across dynamic startups, hyper-growth scaleups, and established enterprises. Passionate about translating complex requirements into seamless digital experiences while leading multidisciplinary teams. Proven track record in product design, design thinking, and business process optimization, with expertise in cross-functional collaboration, mentoring, and agile methodologies. International experience across various industries, including cloud computing, publishing, compliance, and e-commerce.

KEY SKILLS & EXPERTISE

- **Product & UX design:** product design, interaction design, information architecture, content strategy, UX/UI design, sustainable design and fashion design
- **Leadership & team development:** Mentoring junior designers, establishing workflows and policies, and driving innovation
- **Business analysis & process optimization:** Requirements gathering, business process modeling and workflow automation
- **Research & strategy:** Qualitative and quantitative UX research, market analysis, and data-driven decision-making
- **Project & stakeholder management:** Cross-functional collaboration, presentation and facilitation skills, agile methodologies (Scrum, Kanban), roadmap planning
- **Tools & technologies:** Figma, Miro, Adobe Suite, Jira, PostHog, HTML/CSS, WordPress

EDUCATION & CERTIFICATIONS

- **Master of Interactive Multimedia** – University of Technology Sydney, Australia 2002 - 2004
- **Bachelor of Science in Product Development Engineering** – University of Skövde, Sweden 1996 -1999
- **Certified Professional for Requirements Engineering** – Sophist GmbH, Berlin
- **Mastering the Requirements Process** – Software Education, Sydney, Australia
- **3D CAD Modelling & Multimedia** – Griffith University, Gold Coast, Australia

LANGUAGES

- **Swedish** Native
- **English** Proficient
- **German** Proficient
- **Spanish** Basic

INDUSTRIES

Tech, E-commerce, Education, Publishing, Compliance, Textil, Nanotechnology, Media

PROFESSIONAL EXPERIENCE

Senior Product Designer

Aiven, Berlin
Oct 2021 – Present

- Lead designer for the development of highly technical products, from discovery phase through to testing and implementation
- Conducted stakeholder workshops, user research, data analytics, benchmarking, and prototype testing to enhance usability
- Designed intuitive user interfaces and user journeys while ensuring alignment with business objectives
- Cross-team collaboration with engineers, product managers, and stakeholders to refine product features
- Mentored and guiding junior designers

Office Manager

Aiven, Berlin
Jan 2020 – Sep 2021

- Established and managed office operations, employee benefits, and IT procurement
- Led office relocations, ensuring seamless transitions and workspace optimizations
- Led the implementation internal travel booking tools and corporate policies to improve efficiency

Requirements Engineer / Team Assistant

LKzwo GmbH, Berlin
Aug 2015 – Jan 2020

- Designed corporate branding, marketing strategies, and website development
- Conducted market analysis and business process optimization to enhance client operations.

Service Design Manager / Product Owner

Cornelsen Verlag, Berlin
Apr 2012 – Jul 2013

- Managed requirements engineering and UX research for e-learning platforms
- Developed competency evaluation and training tools for educational institutions
- Website redesigns, optimizing content management systems and user flows

Senior Business Analyst

Standards Australia, Sydney
Feb 2006 – Nov 2011

- Conducted workshops to gather business requirements, user testing, and validation plans.
- Designed and led the implementation of a web-based document management and workflow engine
- Managed internal process streamlining, improving efficiency and regulatory compliance
- Developed corporate guidelines, client service agreements, and company-wide process improvements

Project Manager

Standards Australia, Sydney
Feb 2004 – Feb 2006

- Facilitated expert IT standards committees in the development of Australian and International ISO Standards
- Organised state and national committee meetings and seminars
- Coordinated and hosted international ISO plenary meetings
- Established new communication methods and work processes for committees

Graphic & Web Designer

Triple-O Microscopy GmbH, Berlin
Jun 2001 – Jun 2002

- Designed and maintained corporate websites, product manuals, and marketing materials
- Developed animations, graphics, and branding assets for scientific products

**Screen Designer /
Team Lead**

dooyoo AG, Berlin, Germany
Jul 2000 – Mar 2001

- Managed e-commerce platform redesigns and usability testings
- Created website graphics, animations, and digital brandings