KATRI ELIANDER

UX/UI Designer

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📍 Berlin

SKILLS
User research
User personas
User journey mapping
Information architecture
Wireframing
Prototyping
UI design
User testing
HTML and CSS
SEO & Data analysis
Content marketing

LANGUAGES
English (fluent)
Swedish (native)
Finnish (native)
German (B1)

TOOLS
Adobe XD
Figma
Sketch
Balsamiq
Google Analytics
GitHub
UsabilityHub
Hotjar

BRIEFLY ABOUT ME

UX/UI Designer with a strong background in SEO and e-commerce. Experienced in strategic problem-solving and cross-functional workflows. Skilled in enhancing the user experience and business value through a holistic design approach.

EXPERIENCE

UX Designer (part-time) | slavefreetrade (05/2020 - present)

slavefreetrade is a NGO focused on human rights. I work on different design projects:
- Redesigned the organisation's website together with a team of designers, a developer and the marketing team (finished).
- Designing (UX&UI) from scratch a survey app that will help to monitor workplace conditions (in-progress).

SEO Manager | Internetstores GmbH | Berlin (2017 - 2020)

- Increased brand visibility and drove traffic & sales by planning and implementing content marketing and link building strategies.
- Improved user experience by optimizing information architecture, landing pages and site content to provide user's with relevant search results.
- Achieved a growth of more than 100% in organic traffic and sales within the first year.

E-Commerce SEO Consultant | Arvo Partners (2015 - 2017)

- Increased the organic visibility and traffic for small to large sized e-commerce businesses by implementing successful SEO strategies .
- Monitored and analyzed user's search behavior and behavior on-site and made recommendations to content and IA based on the data.
- Executed successful website migration and launch projects together with designers, developers and clients stakeholders.
- Conducted technical audits to significantly improve visibility and usability of web sites.

EDUCATION

Certified UX Designer | CareerFoundry (2019 - 2020)

A 8-month online UX Design program that covers all areas of user centered design. Throughout the course I worked on a project (iOS app) and was mentored by an industry expert with several years of experience in the field. I also completed a specialization course in **Frontend Development** with CareerFoundry.

Master of Economics & Business Administration | Hanken School of Economics (2008 - 2015)

Major: Marketing (GPA: 90)