



KATRI ELIANDER

UX/UI Designer

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📍 Berlin

SKILLS

User research
User personas
User journeys & flows
Information architecture
Wireframing
Prototyping
UI design
User testing
HTML and CSS
SEO
A/B testing

LANGUAGES

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

TOOLS

Adobe XD
Figma
Balsamiq
Sketch
Zeplin
Google Analytics, Tag Manager,
Optimize
GitHub
UsabilityHub
Marvel
Miro
Hotjar

BRIEFLY ABOUT ME

UX/UI Designer experienced in strategic and data-informed problem-solving and cross-functional workflows. Skilled in enhancing the user experience and business value through a holistic design approach and product understanding. Strong background in SEO and ecommerce.

EXPERIENCE

UX Designer | MieterEngel (11/2020 - present)

As the only designer in the team, I'm heavily involved in all areas of the design process. I work closely with product managers, tech and other stakeholders to create and deliver new features. Projects I've worked on:

- Owning the end-to-end design process of a partial redesign of our lawyer portal that resulted in a more efficient work environment for our lawyers.
- Designed a new document upload flow for our customer app to improve the product usability both for our customers and internal service team.

UX Designer (volunteer) | slavefreetrade (05/2020 - 11/2020)

- Redesigned the website together with a cross-functional team.
- Involved in designing an app that helps to monitor workplace conditions.

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

- Increased organic traffic and sales by implementing content marketing and link building strategies.
- Improved user experience by optimizing information architecture, landing pages and content to provide user's with relevant search results.
- Achieved a growth of +100% in organic traffic and sales within one year.

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

- Monitored and analyzed user's search behavior and behavior on-site to make improvement recommendations based on the data.
- Executed successful website migration/launch projects.
- Conducted technical audits to improve visibility & usability of websites.

PR Coordinator | JB Cumberland (New York, 2014 - 2015)

- Brainstormed campaign ideas, developed client proposals and implemented PR strategies together with account teams.
- Reached out to major media outlets & influencers for editorial coverage.

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)