



# KATRI ELIANDER

## UX/UI Designer

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## 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

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

## BRIEFLY ABOUT ME

UX/UI Designer with ten years experience working with digital products where of 4 years designing and 6 years marketing them. Skilled in strategic and data-informed problem-solving and cross-functional workflows. Experienced in enhancing the user experience and business value through a holistic design approach and product understanding.

## EXPERIENCE

### UX Designer | movingimage (11/2022 - present)

At movingimage I have been designing and developing our new live streaming product, LiveStream Pro (launched in September 2023):

- Designed multiple features end-to-end, from research to the final implementation.
- Built a design system for LiveStream Pro in Figma together with my design colleague.

### UX Designer | MieterEngel (11/2020 - 10/2022)

As the only designer I was heavily involved in all areas of the design process. Some of my project highlights:

- Owned the end-to-end design process for a partial product redesign that resulted in more efficient workflows for our partner lawyers.
- Designed a new document upload flow for our customer app that helped our service team to handle customer cases even 50% faster.

### 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)

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

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

- 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.

## 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 product and was mentored by an industry expert. I also completed a specialization course in Frontend Development that taught me HTML, CSS and basics of Javascript.

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

Major: Marketing (GPA: 90)