KATRI ELIANDER

UX/UI Designer

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📞 +358442956136

in [Linkedin](#)

🌐 [Portfolio](#)

📍 Berlin

SKILLS

User research
User personas
User journey mapping
Information architecture
Wireframing
Prototyping
UI design
User testing
HTML and CSS
SEO

LANGUAGES

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

TOOLS

Adobe XD
Figma
Sketch
Balsamiq
Google Analytics
GitHub
UsabilityHub

BRIEFLY ABOUT ME

I am a UX/UI Designer with a strong background in SEO and e-commerce. I bring a strategic problem-solving mindset and a holistic understanding for designing solutions that increase both user experience and business value.

EXPERIENCE

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

slavefreetrade is a NGO focusing on human rights. I work on different UX & UI design projects for them.
- Redesigned the organisation's website together with a team of designers, a developer and the marketing team (finished)
- Designing (UX&UI) a survey distribution app (in-progress)

SEO Manager | Internetstores GmbH (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 users' with relevant search results.
- Grew the organic traffic and sales for the Finnish web shop by more than 100% within my first year.

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

- Enhanced the organic visibility for small to large sized e-commerce businesses by implementing successful SEO strategies .
- Monitored and analyzed users' search behavior and behavior on-site and made recommendations to content and IA based on the data.
- Worked on website migration and launch projects together with designers, developers and clients stakeholder.
- Conducted technical audits to improve visibility and usability of web shops.

EDUCATION

Certified UX Designer | CareerFoundry (2019-2020)

A 8-month long 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**.

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

Major: Marketing (GPA: 90)