



# KATRI ELIANDER

UX/UI Designer

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## 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  
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 the business value through a holistic design approach.

## 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 stakeholders.
- Conducted technical audits to improve visibility and usability of web sites.

## 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)