

MOA PARSLAND

User Experience Designer

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For the last year I have been working as a UX/Graphic Designer for a company called iPug Pty Ltd. on the Sunshine Coast of Australia. The position has involved overall responsibility for UX/UI design and user customisation for the company's various mobile and web applications as well as web and graphic design. In my portfolio moaparsland.com you will find some of the more recent projects I have had the pleasure to work on.

Skills

User Experience Design	Graphic Design	Personas	Sketch	Illustrator
Contextual Inquiry	Mobile applications	Wireframes	Web Design	Google Analytics
Web Applications	HTML5/CSS3	Interviews	GitHub	Workshops
Project Management	Hotjar	Invision	Photoshop	Indesign

Experience

UX/ Graphic Designer	iPug Pty Ltd.	2017 - 2018
Digital Designer & Business owner	Ombra Design	2017 - 6 months
UX/UI Designer	WY RE	2017 - 2 months
Digital Designer	Pebble Design	2017 - 2 months
Group Design Leader	Volvo Car Corporation	2016 - 2017
UX Designer MsC Thesis employment	Ericsson/Semcon	2015 - 2016

Education

Web development / Interaction Design	Linnaeus Uni. Sweden	2017 - 2017
MsC - Industrial Design Engineering	Chalmers Uni. Sweden	2013 - 2016
BsC - Product Design Engineering	Chalmers Uni. Sweden	2010 - 2013
English proficiency	Gothenburg Uni. Sweden	2007 - 2008

Other

457 Visa holder	UX/Graphic Designer	Until March 2020
8/9 overall IELTS score	English test	8/9 Points (2017)
Conference paper UX design	NES 2017	Thesis (2017)
Project leader, Non-profit	Students for Sustainability	NGO (2016/17)

References

Lyndon Holzheimer
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David Gillblom
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To whom it may concern,

I am writing to you regarding Moa Parsland of Ombla Design.

For the past twelve months Moa worked for iPug in both UX/UI and Graphic Design roles. Moa was a fantastic addition to our small but effective team. Moa always had enthusiasm for her work and always made sure her thinking and design thought process were understood by all. Moa is competent and organized and works most efficiently when there is clear design goals, outcomes and expectation mapped out in advance.

I believe that Moa, either in a role as an employee or contracting as her own design company (Ombla) has a tremendous amount of potential and would be an outstanding addition to your company or project. If you have any further questions or would like to speak with me personally, please feel free to contact me.

Sincerely,

A handwritten signature in black ink that reads "L. R. Holzheimer".

Lyndon Holzheimer
Co Founder | C.O.O
iPug Pty Ltd

LETTER OF RECOMMENDATION

Volvo Car Corporation

2017-05-12

Moa has been working as a project leader for certain components within Volvo car corporation. She has been fully responsible for time, technique, cost and has been leading a team involving persons from styling, R&D, different attribute areas, manufacturing, geometry, purchasing, quality as well as different suppliers. During the work she has been a quick learner and has shown great skills as project leader within a complex area and an ability to get things done. Within a short period of time she has built up a broad network and has been a highly appreciated co-worker.

I can highly recommend her and would not hesitate to hire her myself if I get the opportunity.

Kind Regards

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Programme execution
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SE-405 31 Göteborg, Sweden volvocars.com Registered Office Göteborg, Sweden Registration No. 556074-3089

Gothenburg, Sweden
2017-10-31

To whom it may concern,

This is to certify that Moa Parsland was employed [with remuneration] by Semcon to conduct her master thesis in Industrial Design Engineering, from September 1st 2015 to March 15th 2016.

In the MERCO project [Mediated Effective Remote Collaboration], Moa identified user needs and requirements, defined, designed and built interactive prototypes and tested them in an iterative design process. The goal was to improve remote collaboration in a corporate context. Moa collaborated and communicated independently with different users and project stakeholders to achieve this goal.

We are grateful for her excellent contributions in the project.

David Gillblom

Senior UX Lead
Project manager for the MERCO project

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