

MOA PARSLAND

User Experience Designer

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www.moaparsland.com | in/moaparsland

I am a UX designer specialised in design techniques for mobile and web. Over the last year I've been working as the head designer for a startup called iPug in Maroochydore. My tasks have been everything from the overall UX for the company's different mobile and web applications to web & graphic design. Have a look at my portfolio moaparsland.com for some of the amazing projects I've had the pleasure to work on.

Expertise provided

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

Key skills

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|---------------------------|-----------------|---------------------|
| Graphic/UX Designer | iPug Pty. Ltd | Sep 2017 - Now |
| Designer & Business Owner | Ombla Design | Jun 2017 - Jan 2018 |
| UX/UI Designer | WY RE | Jul 2017 - Aug 2017 |
| Digital Designer | Pebble Design | Jun 2017 - Aug 2017 |
| Group Design Leader | Volvo Car Corp. | Apr 2016 - Dec 2016 |
| UX Design Thesis intern | Ericsson/Semcon | Sep 2015 - Feb 2016 |

Key training

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|--------------------------------------|-----------------------|---------------------|
| Web development / Interaction Design | Linnaeus University | Jan 2017 - Jun 2017 |
| MsC - Industrial Design Engineering | Chalmers University | Sep 2013 - Jun 2016 |
| BsC - Product Design Engineering | Chalmers University | Sep 2010 - Jun 2013 |
| Courses - English proficiency | Gothenburg University | Sep 2007 - Jan 2008 |

Awards & involvement

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|-------------------------------|-----------------------------|--------------------------|
| IELTS | English general test | 8/9 Overall score (2018) |
| Conference paper in UX design | NES Conference | Thesis work (2017) |
| Project leader, non-profit | Students for Sustainability | Non-profit (2016-17) |