

MOA PARSLAND

User Experience Designer

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My daily work at Avinode spans from early project discovery work to final UI and involves activities such as qualitative interviews, workshops, whiteboard sessions with the team, pixel perfect design and usability testing. The product is a B2B Air Charter Marketplace which includes design work for both web and mobile apps. For examples from my non-confidential work, have a look at moaparsland.com

Expertise

UX Design	Graphic Design	User journeys	Figma
Sketch	Contextual Inquiry	Mobile applications	Wireframes
Web Design	Google Design sprint	HTML/CSS	User Research
Workshops	Adobe Creative Cloud	Surveys	InVision
Design thinking	Qualitative Interviews	Usability testing	Abstract

Experience

Avinode AB	UX/UI Designer	Aug 19 - Now
Volvo Cars Product Lab	UX Designer	Feb 19 - Aug 19
iPug Pty Ltd	UX and Graphic Designer	Sep 17 - Oct 18
Ombla Design	UX/UI designer & owner	Jul 17 - Dec 17
Volvo Car Corporation	Group Design Leader	Apr 16 - Dec 17
Ericsson & Semcon	UX Designer - MsC employment	Sep 15 - Mar 16

Key training

Web Technology	Linnaeus University	Jan 17 - Jul 17
CSS-based Web design	Umeå University	Jan 17 - Jul 17
Interaction design I	Kristianstad University	Jan 17 - Jul 17
MSc in Industrial Design Engineering	Chalmers University of Technology	Sep 13 - Apr 16
BSc in Product Design Engineering	Chalmers University of Technology	Sep 10 - Jun 14
Courses - English proficiency	Gothenburg University	Sep 07 - Jan 08

Awards and non-profit

Listen Up! Non-profit work	Board Game Design	2019 - 2020
457 Visa Australia	Work Sponsorship	2018 - 2018
English test, 8/9 overall band score	IELTS	2017 - 2017
Conference paper UX design	The NES Conference	2017 - 2017
Project leader, non-profit	Chalmers Students for Sustainability	2015 - 2016

Lyndon Holzheimer
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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,

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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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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