

Johanna Lindstedt

UX & PRODUCT DESIGNER

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PROJECT SELECTION

UX & Product Designer [Datastory](#)

Stockholm 2019 – Present

Datastory is an NGO devoted to democratizing knowledge using open data and visualization. Together with a team of data scientists, data journalists, project leaders, developers and designers, I work to build an MVP for a sustainable knowledge platform, so that more people can participate in the democratic dialogue on equal terms.

Tasks:

- Translating complex information and data into user-friendly pages and experiences
- Refining and structuring the design process by creating a repository of UX Resources in Figma such as wireframes, templates for creation of Personas and User Journeys and formulas for a Hypothesis-driven design process
- Designing and prototyping interactive web tools and overall website experience

UX & Visual Designer [Schibsted Media Group](#)

Stockholm 2018

I collaborated with Schibsted’s enigeering, strategy and user research teams to build and maintain CorDS – a device agnostic design system to be used by all news sites and apps within Schibsted.

Tasks:

- Managing and revising additions to the design system
- Standardising the D2D workflow
- Establishing and maintaining design hygiene throughout the system by structuring components, libraries, sticking to naming conventions and setting guidelines
- Ensuring a fully responsive and cohesive reading experience regardless of user device

UX & Product Designer [Barnebys](#)

Stockholm 2017 – 2018

As a UX team of one, I worked closely together with the engineering team and product owner to create and execute a design strategy and MVP for Skeleton – a publication system for auction houses and art dealers. Skeleton was launched to complement the Barnebys ecosystem, where users can find and monitor over 700.000 luxury finds globally through search alerts and the latest industry news.

Tasks:

- Creating a standardized and easy to maintain MVP using Agile methodologies such as Scrum and Kanban
- Establishing design principles and guidlines to support the functionality and nature of Skeleton
- Designing templates and features to meet the different needs of the auction houses and art dealers
- Ensuring a seamless and scalable user experience across devices.

Junior UX Designer [358](#)

Helsinki 2016

I supported 358’s UX team and Fazer through their digital transformation which resulted in Fazer Food Services – a B2B platform for buyers of food services. Initially 358 were tasked with creating the brand content strategy for the new website, but as the project developed, we became involved with the technical aspects as well.

Tasks:

- Developing an integrated strategy for lead generation, content creation and design features using design thinking and user centered design principles
- Workshop facilitation
- Designing personas, user flows and customer journeys based on user insights
- Pitching layouts, mockups and interactive features to stakeholders

Visual Designer [Clue](#)

Berlin 2013

Clue is a fertility- and ovulation tracker for smartphones, located in Berlin. I worked in a small team of 9 people working closely with the design lead, developers and founders.

Tasks:

- Producing visual content for social media channels such as Facebook, blog posts and newsletters
- Pitch deck design
- Supporting the design lead with UI design
- Facilitating user testing sessions and workshops

POSITIONS

UX & Product Designer

Datastory
Stockholm / Remote

2019 - Present

UX & UI Designer

24HR
Stockholm

2016.08 - 2017.10

UX & Visual Designer

Schibsted Media Group
Stockholm

2018.04 - 2018.12

Visual Designer

Clue
Berlin

2013.02 - 2013.07

UX & Product Designer

Barnebys
Stockholm

2017.10 - 2018.05

Digital Designer

Great Works
Stockholm

2011.10 - 2012.05

EDUCATION

Design Lead

Hyper Island
Stockholm 2015-2016

Media Activism

Södertörn University
Stockholm 2014

Digital Design & Strategy

Berghs SoC
Stockholm 2010-2011

Advertising Crash Course

Berghs SoC
Stockholm 2010

Media & Communication

Södertörn University
Stockholm 2008-2010

Media & Photography

Kvarteret Örnen
Luleå 2003-2006

INTERNSHIPS

UX Intern

358
Helsinki

2016.03-2016.06

Design Intern

Happy F&B
Gothenburg

2013.01-2013.03

Agency Intern

Sugarhigh
Berlin

2012.04-2012.06

METHODOLOGY & DISCIPLINES

- Hypothesis Driven Design
- Product Design
- Visual Design
- Branding
- User Interface Design
- User Experience Design
- Design Direction
- Media Theory
- Mob Design
- Design Thinking
- Gestalt Theory

ANALYTICAL TECHNIQUES & EXPERTISE

- Concept Development
- Customer Journeys
- Personas
- User Flows
- Grid Systems
- Typography
- Vertical Rhythm
- Workshop facilitation
- Lead Generation Strategy
- SEO
- Wireframing
- Prototyping
- Mockups
- User Testing
- A/B Testing
- Positioning
- Pitching
- Moodboards
- Design Systems
- iOS, Web & Android
- Fluid & Adaptive
- Responsive Design

TOOLS

- Figma
- Adobe XD
- Sketch
- Illustrator
- Photoshop
- After Effects
- Keynote
- Jira
- Slack
- Principle
- Notion
- Kanban
- Abstract
- Invision

LANGUAGES

Swedish > Native
English > Fluent
German > Intermediate
Meänkieli > Intermediate
Sign Language > Intermediate