Vivien Geschwind
Product Designer

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Hi, I'm Vivien!

I'm a Product Designer with 3 years experience in corporate and student startups.

BASED IN STOCKHOLM AND OPEN FOR HYBRID AND ON-SITE OPPORTUNITIES

SKILLS

Research

Affinity Diagram, Competitive Analysis, Desk Research, Journey Mapping, Observations, Personas, Stakeholder Interviews, Storyboards, Surveys, SWOT Analysis, User Interviews, User Scenarios, User Stories

Design & Testing

A/B Testing, Design Thinking, Prototyping, Storytelling, Usability Testing, Wireframing, Wizard of Oz

SOFTWARE

Interface Design

Figma

Visual Design

Adobe Illustrator, InDesign

Project Management

Miro, FigJam, Jira, Zeplin

Web & App Development

HTML, CSS, JavaScript, React, Xcode, Android Studio

EXPERIENCE

UI/UX Design
`B2C` `Product` `Web App` `Design System`

Apartly, Fintech startup, SE   Jan 2023 - Oct 2023

- Created high fidelity prototypes for Apartly's investing platform and led user testing for iterative design.
- Built a corporate design including logo, typography, imagery and color scheme.
- Redesigned Apartly's web presence for relaunch.

Product Development
`B2C` `B2B` `Product` `App`

Bosch spexor, AIoT startup, DE   Sep 2020 - Jul 2022

- Pioneered the interface design for a B2B app including user research, requirements engineering, prototyping and testing.
- Managed the in-house user analytics tool by further developing, creating monthly reports of user statistics and presenting them to stakeholders.
- Closely collaborated with the product owner from product launch to scaling on various sprint tasks.

EDUCATION

User Experience & Interactive Media Design (M. Sc.)

Södertörn University, SE   2022 - 2024

User Research Methods, AI and ML for User Experience Design, Interactive Media Design, Critical Design

Master's thesis: "Dark patterns in UI: Users' perceived ethics and accountability"

Media Technologies (B. Eng.)

Stuttgart Media University, DE   2017 - 2022

Web Technologies, Media Design, Software Development, Databases, Project Management

Bachelor's thesis: "Conceptualising a user interface for a B2B app of the Robert Bosch startup spexor"

Exchange Studies

Jönköping University, SE   2019 - 2020

Electives in the field of Web and Native App Development

INTERESTS

Artificial Intelligence, Dark Patterns, Ethical Design, Human-Centered Design, Internet of Things, Psychology

ENGAGEMENT

Volunteer Project Leader
`Leadership` `Project Management`

Local student festival   Feb 2022 - Jul 2022

- Organized a student festival with +1000 visitors.
- Led six project units consisting of 16 students.
- Managed planning, budgeting, artist recruitment, safety concept and visual design.

LANGUAGE

German
Native

English
Fluent

Swedish
Conversational