

Vivien Geschwind  
Product Designer

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Hi, I'm Vivien!

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

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

EXPERIENCE

UI/UX Design

B2CProductWeb AppDesign 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

B2CB2BProductApp

Bosch spexor, AloT 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

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	Visual Design
Figma	Adobe Illustrator, InDesign
Project Management	Web & App Development
Miro, FigJam, Jira, Zeplin	HTML, CSS, JavaScript, React, Xcode, Android Studio

INTERESTS

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

ENGAGEMENT

Volunteer Project Leader

LeadershipProject 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	English	Swedish
Native	Fluent	Conversational