

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

EXPERIENCE

UI/UX Design Intern
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.

Working Student in Product Development
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 Figma, Adobe XD	Visual Design Adobe Illustrator, InDesign
Project Management Miro, FigJam, Jira, Zeplin	Web & App Development 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
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
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