

## I humanize the web as a UX/UI designer

Making the web usable, enjoyable, and accessible for humans.

I also develop user interfaces with CSS/HTML and I am an Agile leader.  
I am based in Amsterdam, The Netherlands. Recently relocated from Stockholm, Sweden.  
Available: directly - Experience: 19 yeas, 8 yeas in big complex organizations

### UI Developer

- User interface developer
- UI lead
- CSS components developer
- Site design
- User-centered design
- Prototyping
- Accessibility
- CSS/SASS
- HTML
- Jira / Confluence administrator

### UX Designer

- User interface design
- Interaction design
- UX lead
- Requirements Manager
- User centered design
- Prototyping
- Wireframes [Low > high fidelity]
- Visual design
- Impact mapping
- User flows / stories / story mapping
- User Research / Personas
- Usability test
- Information architecture
- Communication
- Accessibility

### Agile leader

- Product Owner
- Product Owner team manager
- Scrum Master
- Process facilitator
- Application management lead
- Scrum
- Kanban

## About me

I'm a creative UX/UI Designer who likes technology and the people who use them. I also develop user interfaces with CSS/HTML and I am an Agile leader. I have a strong attention to detail and at the same time I have a good overview. I have high ambitions, like challenges, love to learn and evolve. I am pedagogical, analytical and have god interpersonal and communication skills.

One of my main interests is user interfaces. Both to design them using user feedback and to build them. For me, it is a great advantage to work with both "sides" because I get a lot of synergy effects. It is very satisfying to see the results when you have worked with everything from the planning throw research, stories, UI design to implementation.

My other main interest is to understand a domain and know

all about it and the people that is involved. I have a user-centric mindset and excel at getting into all de big and small things that you need to know to do UX Design in a domain.

I rapidly grasp what the essence is in the domain and I soon know more than most that work in that domain. This knowledge and understanding I then use to learn more and to do the right UX decisions for design and other requirements.

My attitude is always that it is fun and necessary to move forward, improve, develop and learn new things. I am a dynamic, flexible, meticulous and driven person. For me it is easy to learn new things and I understand that the key to success is to be flexible and adapt to new realities with a solid knowledge base to hold on to.

**"I bridge the gap between the user, the development team, and key business stakeholders."**

I have 19 years of experience, 8 yeas in big complex organizations. I have had agile roles as Product Owner, Scrum Master and leading roles as Frontend Lead, Product Owner Manager and Administrative Manager. Lately I have worked in big organisations in complex projects. Communication, collaboration and teamwork is key to be able to work in these circumstances and I have had a key role to tie it all together and to make it work.

I have studied web development, Interaction design, usability, graphic design at Nackademin and IT and communication science at Stockholm University and the Royal Institute of Technology in Stockholm. I like to work agile in all phases of development.

I have knowledge of industry tools such as Adobe XD, Balsamiq, Sketch, IntelliJ IDEA, Sublime text, Confluence, Jira etc. For me the tool is not the most important. I use the tools

that works best in de situation and for the organisation I am in and configure them to how I and the teamwork. I don't see a new tool as a problem but as an opportunity to learn something new.

I have good language skills in Swedish and English where I speak and write unhindered. I have been studying Dutch actively since December 2020 and will continue to do so. I also have a limited knowledge of Spanish and French.

On a personal level: I live in Amsterdam with my husband and my two cats we have relocated from Stockholm, Sweden in July 2021. I like to walk and cycle in nature or to different parts of the city. I watch a lot of TV-series and some films and play computer games. Right now, much of my time is spent on making us at home in our new country.

## Experience

### UX/UI Designer / UI developer / Product Owner

The Public Health Agency of Sweden 2018 - now, Stockholm, Sweden

The project that I am working on is making a new version of a system from scratch that maps and prevents the spread of communicable diseases in the population. It is very complex and has many stakeholders: local health care units, laboratories, regional infection control units and The Public Health Agency of Sweden.

### UX designer, UI designer/developer

Järfälla municipality 2017 - 2018, Stockholm, Sweden

The municipality had a new website and I was tasked with designing a new communicative structure for different types of pages. I designed and built graphical elements that could be used to describe different types of content. The conclusion of this was a style guide.

I designed a new structure for a part of the site that was task-focused and based on the citizens needs and goals.

### UX/UI Designer

SMHI, Swedish Meteorological and Hydrological Institute 2017 - 2018, Sthlm, Sweden

I analyzed the navigation on [smhi.se](http://smhi.se) and delivered a proposal to improve the navigation without a total redesign.

Delivered a report, gathered the needs of the users, designed a structure for the navigation in different levels and screen sizes, made graphical design for all types of menus and navigation, gave a list of ideas to improve the site in the future.

### UX/UI Designer, UI Developer, Agile leader

Bouvet Sweden AB 2017 - now, Stockholm, Sweden

Consultant as/on: user interface design/developer, UX/Interaction design, UI Developer, user centered design/development, UX lead, UI lead, prototyping, wireframes, requirements manager, communication, product owner, Scrum master, process facilitator, accessibility, CSS/SASS, HTML, Javascript/Angular

### UX/UI Designer, UI developer

Stockholm University 2013 - 2017, Stockholm, Sweden

I worked at the IT department. I was a part of three major pre-studies with Impact Mapping with many in-depth interviews, target group analysis, scenarios and user story mapping. I was lead UI developer on a big project that is used by 7 universities and all of Stockholm's municipalities. For the external webb I worked as application management lead and product owner.

### Web Designer/Developer, Marketing, Editor

Youth federation for the mobility impaired 2002 - 2013, Sthlm, Sweden

My main areas was webdesigner, webbeditor, marketing, administrator for the membership register and editor and designer for the member magazine. I also worked as computer/network administrator and with economics.

## Education

### Web development, Interaction/Graphic Design, Usability

Nackademin 2011 - 2013, Stockholm, Sweden

The program was very practical with some theory - mainly learned the craft so that we can work with it directly. Nackademin has a strong connection to the business community - Almost all teachers work actively with the profession they teach and there is a management group from the business community. This means that it is a very current education that meets the industry's requirements.

### IT and communication sciences

Stockholm University 2004 - 2008, Stockholm, Sweden

The technological development leads more and more towards a communication society, where the use and dissemination of different technologies for communication between people is increasing. Ultimately, it is about communication between people with the support of IT.

### Communication Design

Royal Institute of Technology 2013 - 2017, Stockholm, Sweden

This course consisted of picking the communication part from a variety of topics. We had a high physical presence 9-17 every day. We worked on three major projects throughout the year. A very practical and "hands-on" education. We had lecturers and teachers from the various industries who knew their fields both practically and theoretically.

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I humanize the web

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