

LINNEA

User Experience Designer

NILSSON

Passionate about exploring and understanding how people interact with digital spaces.

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Work Experience

Technical Designer / Medeltidsveckan

June 2020 - August 2020 | Visby, Sweden

- Implemented process of displaying media and overlays.
- Organised the schedule for live streaming, input and camera shots.
- Live cut and edit of sound and visual streaming content.

UX Designer - Internship / Handelsbanken

February 2020 - May 2020 | Stockholm, Sweden

- Improved efficiency for QA and development teams by applying design thinking to re-design internal release tools.
- Explorative research around the behaviour and needs of business advisors.
- Working in an agile team within the SAFe framework.

UX Designer - Internship / Most Studio

April 2019 - June 2019 | Stockholm, Sweden

- Improved a client's webpage using information architectural methods to create better support for various behaviours of finding and understanding information.
- Conducted user and stakeholder interviews to identify improvements for the app 'Soon'.
- Digital wireframing to communicate design decisions

Ad Operation Lead EMEA / Innovid

April 2017 - August 2017 | Stockholm, Sweden

March 2016 - April 2017 | London, UK

- Provided the product team with user feedback and insights related to new releases of our internal tools and products.
- Established strategic goals by gathering pertinent business, financial, and operations information.
- Manage, train and mentor personnel and new hires.

Education

UX Design / Nackademin

HVS 2018 - 2020 | Stockholm, Sweden

Prince2 Practitioner certificate

Project management cert 2014 | London, UK

Skills & Passions

- Atomic Design
- Design Thinking
- HTML & CSS
- Information Architecture
- JavaScript
- Usability testing
- User centred design
- User research

Tools

- Figma
- InDesign
- Photoshop
- Sketch
- Visual Studio Code

Languages

Swedish

Native proficiency

English

Full professional proficiency

Ad Operations Manager EMEA / **Innovid**

April 2014 - March 2016 | London, UK

- Performed quantitative analysis of customer behaviour in campaign reporting.
- Communicated campaign progress to clients.
- Performed QA on interactive ad units/deliverables.
- Assisted in the management of creative approval process; communicate creative revisions pre- and post-campaign launch.

Global Employer Brand Ambassador / **King**

July 2013 - December 2013 | London, UK

- Develop tools and initiatives to maximise the company's image as an Employer of Choice.
- Create and execute plans for recruitment events and other initiatives.

Technical Account Manager / **King**

November 2012 – July 2013 | London, UK.

- Generate monthly summary reports and provide an analysis of how the advertising team is progressing with our partners and market developments.
- Manage, educate and motivate outsourced ad operation team.
- Onboard and expand new clients

Global Campaign Coordinator / **King**

June 2012 – November 2013 | Stockholm, Sweden

- Monitor campaign performance using QlickView and comparing 3rd party data with in-game data.
- Create and edit ad tags.

Digital Traffic / **MEC**

December 2010 – June 2012 | Stockholm, Sweden

- Handling campaign relevant communications with many of MEC Sweden's biggest clients such as Blizzard, Sony Ericsson and IKEA.
- Optimise and manage digital display and video campaigns.

Intern / **MEC**

September 2010 – December 2010 | Stockholm, Sweden

- Collaborate with Digital Planners and Social Media Executives, creating mock plans and social strategies.
- Managing social feeds of clients such as Henkel, Blizzard.