



Malin Sjöberg

Digital Art Director

Contact

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[Portfolio](#)

About me

I am Malin Sjöberg, a UI - UX Designer based in Jakobstad, Finland with over 20 years of experience in digital projects.

I'm passionate about digital products and developing the best user experiences.

Experience

Digital Art Director, Lead UI - UX designer

Genero (2016 - present)

- Lead UI designer in a team, working on various digital projects such as e-commerce, B2B, B2C websites, campaigns etc.
- Built concepts, wireframes, interactive prototypes, design systems and layouts in Figma, Miro and Claude/gemini. (Used to do html + css websites back then and have kept an interest.)
- Facilitating workshops
- Conducting UX / CRO checks and evaluations
- User testing (not lead)
- Design systems & Component libraries (developing for customers and Generos own)
- Also done brand renewals with logo, illustrations, patterns and templates for print and digital products.
- Generating AI videos and images

Owner, designer

Pixelfarmen creative agency (2004 - 2017)

- Focus on producing websites for municipalities, industries and companies, designing and leading projects.
- Brandbooks, branding, visual identities
- Packaging and print

Main certifications, courses

Syntetic white training (AI image/video tool)

Digital Brand Strategy

Berghs 2022

Mobile UX Design

Berghs 2022

UX and digital product design

Berghs 2021

User Experience

Udemy 2021

Kreativ idégenerering och innovationstekniker

Berghs 2019

Education

Practical Web Engineer with Focus on Design

(Praktisk webbing.utbildning med inriktning design)

Nackademin, Stockholm 2001-2002

Computer Graphics and multimedia

Computer Graphics School, Sydney 2000-2001

Computer Graphics

Martin College, Sydney 2000

Bachelor of Science in Physiotherapy

Umeå 1994-1997