



Malin Sjöberg

UI - UX Designer

Contact

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About me

Hey! I am Malin Sjöberg, a UI - UX Designer based in Jakobstad, Finland with over 20 years of experience in digital projects (the last 3 years UX)

I'm passionate about digital products, developing the best user experiences with the customer and business goals in mind.

Trying to see the whole picture without forgetting details is something I strive for.

Experience

Digital Art Director, Lead UI Designer, UX designer

Genero (2016 - present)

- Lead UI designer in Tech & design BU on various digital projects such as e-commerce, business websites, campaigns.
- Facilitating brand workshops, branding
- Conducting UX checks and evaluations
- User testing (not lead)
- Design systems (developing for customers and Generos own)
- Built concepts, wireframes, interactive prototypes, design systems and layouts based on business and UX goals.

Owner, designer

Pixelfarmen creative agency (2004 - 2017)

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

Main certifications

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

Life

(ongoing)

Praktisk webbing.utbildning med inriktning design

Nackademin, Stockholm 2001-2002

Computer Graphics and multimedia

Computer Graphics Schoo, Sydney 2000-2001

Computer Graphics

Martin College, Sydney 2000

Bachelor of Science in Physiotherapy

Umeå 1994-1997