

EVA-MARIA JOHANSSON

"I infuse creativity with user-centric principles to deliver exceptional solutions."

My holistic approach, ability to understand user behaviour and adaptation of human-centered design principles drives me to craft designs that are functional, intuitive, and visually captivating - at the same time as they meet user needs and advance business goals.



CURRENT POSITION

UX Designer

Knowit Core Syd AB, Malmö, Sweden • August 2022 - present

While working at Knowit, my role as a UX designer has seen significant growth and development. From the beginning, my assignment has been with Inter IKEA ROSS (Retail Operational Systems and Solutions), where I have played a key role in driving the ongoing enhancement and refinement of e-commerce products tailored for IKEA retailers beyond the Ingka group.

In this role, I've been actively engaged in conducting thorough user research to acquire a comprehensive insight into customers' needs, preferences, and pain points. Additionally, I've undertaken extensive work in developing cohesive design files and functional libraries.

Central aspects of the assignment:

- Designing UX and UI for a new retail app following the IKEA design system.
- Improving the user experience for the existing product package.
- Tailoring design for functionality based on diverse market needs.
- User testing for analysing new ideas and verifying existing functionality.
- Conducting creative workshops to envision new product functionalities and future vision of the product package.
- Employing diverse analytical methods to comprehensively compare and extract insights from multiple viewpoints regarding the factors impacting a specific outcome.

PAST EXPERIENCE

UX Designer (part time)

Activout AB, Ronneby, Sweden • March 2021 - August 2022

- UX/UI for mobile apps (*selected projects: Mindtemp, navDock*).
- Creative workshops with customers.
- Wireframing & prototyping in Adobe XD, based on Material Design principles targeted for Dart/Flutter development.
- Customer demos of visual prototypes.
- Handover to & follow up with developers.

PERSONAL



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PORTFOLIO



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SKILLS

User research

User testing

User interviews

Interaction design

UX/ UI

Design thinking

Prototyping

Usability evaluation

UX metrics

Agile methods

UX Designer/ Digital analyst, part time

Nivello AB, Höllviken, Sweden • August 2020 - August 2022

- Creation of wireframes & mobile prototype for a warehouse scanning system.
- Amazon product management for external client.

UX Designer (intern)

Avensia AB, Lund, Sweden • January-May 2022

- Working closely with the design team on daily tasks.
- Thesis within e-commerce and omni channel focus.

UX/ Service Designer (intern)

CGI design Studio, Malmö, Sweden • March-May 2021

- As an intern I worked closely with the design team on an explorative project for a large international customer regarding sustainability.
- Workshops, user interviews and user testing.
- Visualization of user stories.
- UI for mobile prototype.

Head of Design - Fashion

Sparkz, Copenhagen, Denmark • 2018 - 2020

- Creation of 4 yearly womenswear collections.
- Sales analysis & collection category planning.
- Daily supplier contacts China/ India/ Italy.
- Managing Sparkz B2B and B2C web shops using the Magento and Traede platforms + creating weekly B2B & B2C newsletters. (during 2020)

Design Manager - Fashion

DK Company A/S, Copenhagen, Denmark • 2010 - 2018

- Redefined the image for the brand Soaked in Luxury.
- Managed a team of 5 designers and technicians.
- Developed 6-10 collections yearly, plus seasonal drops.
- During my time at Soaked in Luxury the brand was nominated for 4 industry awards - among others the Drapers "Retail Brand of the Year" (2012) and Costume "Brand of the year" (2014 & 2017)

Senior Fashion Designer

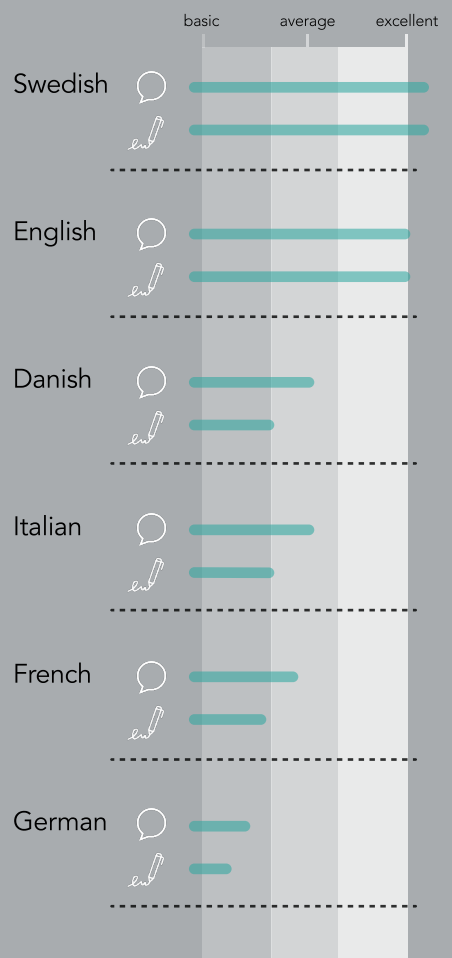
Bestseller Fashion Group, Beijing, China • 2008 - 2010

- Team leader for development of 6 yearly collections, managing a local team of 4 designers and assistants.
- Trends and collection preparation, presenting collections to the country wide retail and franchise teams (approx 1400 stores across China).

TOOLS

Figma
Adobe XD
Adobe Illustrator
Adobe Photoshop
UserZoom
Google Analytics
PulseCX
Contentsquare
Hotjar
Basic HTML5 & CSS

LANGUAGES



Fashion Designer

RockandBlue/ SAKI AB, Malmö, Sweden • 2004 - 2008

Fashion Designer Assistant

H&M Hennes & Mauritz AB, Stockholm, Sweden • 2004

EDUCATION

UX Designer

EC Utbildning, Malmö, Sweden • 2020-2022

Vocational studies focusing on UX and UI Design.

Objectives: Master central design principles to create products with the focus on usability and availability. To explore and analyse user behaviour through qualitative and quantitative research methodology. Working with agile methods and understanding how different target groups work in digital interaction. To create usable design from a commercial perspective.

C# programming 1

AccadeMedia YH, Örebro, Sweden • April 2022

Project Management in practice

LEXICON, Malmö, Sweden • May 2007

Fashion Design and Pattern Making

ESMOD International, Paris, France • 2001-2003

Designer Pronto Moda

Accademia Italiana, Florence, Italy • 1999-2001

Upper Secondary School/ Scientific direction

Katedralskolan, Linköping, Sweden • 1995-1998

SAID ABOUT ME*

"give her a challenge and she will give back several different ways to solve it, all researched and nicely presented."

ex colleague

"Eva-Maria is always able to address the needs of our customers using a magic combination of grit, efficiency, her UX Designer studies, previous work experience, and a great attitude."

ex employer

Eva-Maria is a force of nature and takes on any task with enthusiasm, curiosity and a good amount of Swedish "Jävlaranamma".

tutor, EC education

*Reviews from my [LinkedIn profile](#)