



# MOA LUNDGREN

Creative and strategic UX- & UI designer with experience in user-centered solutions and entrepreneurial projects. Delivered innovative design solutions throughout the entire process, from concept to implementation, within cross-functional teams. Passionate about creating digital experiences that solve complex problems and drive business growth.

## CONTACT

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## EDUCATION

### Universal Design for Digital Accessibility

Mittuniversitetet | 15 credits | Ongoing

### JavaScript for Web Development

Kristianstad university 2024

### Bachelor's Degree in Digital Design and Innovation

Halmstad University 2020-2023

### Enterprise Resource Planning systems

Halmstad University 2023 | 7.5 credits

### Portfolio and graphic design

Borås University 2022 | 7.5 credits

### Organization and management

Skövde University 2018 | 7.5 credits

### Economics

Marks high school 2015-2018

## SKILLS

- Prototyping
- Usability testing
- User research
- UX design
- UI design
- Service design
- CMS, PIM system
- HTML, CSS, JavaScript
- Figma
- JIRA
- CMS
- Hotjar

## WORK EXPERIENCE

### UX DESIGNER

2023-Present

NIBE AB

As a UX Designer at NIBE AB, I have played a key role in developing digital platforms, customer portals, and e-commerce solutions with a focus on user experience and visually appealing design:

- Visual Design: Created and implemented graphical elements to ensure a consistent and professional brand identity across digital channels.
- User Focus: Conducted user research and usability testing to improve design decisions and ensure the final product meets both user and business needs.
- Efficiency and Innovation: Designed solutions to digitalize and streamline internal processes, enhancing overall user experience.
- Cross-Functional Collaboration: Worked closely with developers and stakeholders to ensure designs align with both technical capabilities and brand guidelines.

### TRAINEE IT & DIGITALIZATION

2023-2024

NIBE AB

During my trainee year at NIBE AB Climate Solutions, I focused on digitalization and UX, developing solutions that combined user-friendliness with visual design:

- Brand Identity and Design: Contributed to strengthening NIBE's visual brand by creating design concepts for internal and external digital platforms.
- Creative Solutions: Collaborated in cross-functional teams to design user interfaces and improve digital workflows, streamlining internal processes and enhancing user experience.
- Iterative Design Process: Created wireframes and prototypes in tools like Figma to visualize ideas and ensure design solutions met business needs.
- Innovation and Collaboration: Participated in creative workshops and ideation sessions with other trainees, resulting in improved internal workflows and innovative digital communication methods.
- Process Analysis and Efficiency: Mapped and analyzed internal product development processes within trainee groups to identify opportunities for optimization. This required a deep understanding of the business, its needs, and benchmarking against industry standards.

### SMART START GRADUATE TRAINEE

2023-2024

The Southern Sweden Chamber of Commerce

During my trainee year in the Smart Start program, I focused on areas that enhanced my skills in digital design and brand development:

Branding: Participated in a module led by Linnaeus University, focusing on branding, consumer behavior, and service marketing, deepening my understanding of how design shapes brand experiences.

Digitalization and Automation: Conducted case studies with Blekinge Institute of Technology, exploring the challenges and opportunities of increased digitalization, directly applicable to digital design processes.

Project Management: Participated in workshops with WSP, gaining tools to effectively manage projects from concept to completion.

### RETAIL ASSISTANT

2022-2023

K-rauta

During my time as a retail assistant alongside my studies, I developed strong communication skills and the ability to quickly understand and address different needs. This enhanced my flexibility and customer-oriented approach.

### PRESCHOOL TEACHER

2018-2020

Marks Municipality

As a preschool teacher, I developed the ability to create creative and engaging learning and interaction solutions. I was responsible for planning activities that supported the children's development while creating a safe, inspiring environment—an experience that strengthened my collaboration skills and innovative thinking.

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## PROJECTS

### UX PRE-STUDY – DIGITALIZATION OF DOCUMENT MANAGEMENT

NIBE AB

In this project, I led a UX pre-study for the digitalization of document management, working closely with other designers and stakeholders to develop a user-centered solution. Together, we identified user needs and created a requirements specification for document search functionality. I was responsible for designing a clear structure and user interface for topic-based documents and search functionality that was both functional and visually appealing, ensuring a smooth user experience.

### CUSTOMER PORTAL AND SPARE PARTS MANAGEMENT

NIBE AB

I am working on the development of a customer portal for spare parts trading, where I focus on graphic design, user interface, and enhancing the user experience. Collaborating with frontend and backend developers, I am involved in the entire process, from concept to completion. Through user research and prototypes, I am creating an intuitive and user-centered platform that streamlines information flow and improves user interaction with the system.

In this project, I am responsible for ensuring consistent graphic identity across the portal and ensuring the user flow is both efficient and aesthetically pleasing. I am also developing a component library in close collaboration with frontend developers to optimize and standardize the visual elements of the user interface. Additionally, I work with various stakeholders to ensure the platform meets the needs of all users.

### HALMSTAD MUNICIPALITY AND HIGHFIVE – CONTRIBUTE

Halmstad University

I led the evaluation and user testing phases for a web platform connecting citizens with support organizations in Halmstad. By coordinating user feedback sessions and applying a holistic service design approach, I improved the user experience and ensured effective engagement paths during crisis situations. I worked closely with stakeholders to ensure that the design was consistent with the graphic identity and met user needs.

### AMBULANCE HEALTHCARE HALLAND

Halmstad University

I participated in the development of an application for ambulance care, focusing on streamlining information distribution and supporting nurses in fieldwork. Through interviews and observations, I identified key challenges and contributed to the design of the interface. I also conducted user tests to ensure the solution met users' needs and improved the quality of care.

### HYLTE EQUESTRIAN ASSOCIATION

Halmstad University

I contributed to the design and development process of a new website for Hylte Equestrian Association, focusing on improving usability and information distribution. Through user research and iterative prototypes, I restructured the website's information architecture and was responsible for the graphic design. The result was a professional and visually appealing platform that increased engagement and satisfaction among members.