

Fiorella Walter

■ UX & Product Designer
UX Researcher

📍 Stockholm, Sweden



EDUCATION

Digital Creative / UX Designer

Berghs School of
Communication 2015–2016
2015–2016

Specialization: Human-
Centered Design, UX Design,
UI Design, Digital Marketing,
Innovation

Bachelor's Degree, Media and Communication Studies

Stockholm University
2013–2016

Certificate AI-ChatGPT 4o

Scribill
2024

SKILLS

- UX Design, UI Design, Design Systems, Digital Strategy, Interaction & Visual Design, Concept Development, Design Workshops, AI Concept Prototyping
- Usability Testing, Customer Journeys, Prototyping, Collaboration, IA, Service Blueprints, User Flows
- Double Diamond, Triple Diamond, Design Thinking, Agile, Lean UX, Accessibility improvements (WCAG 2.1 AA, DIGG guidelines), Wireframing

PROFILE

UX & Product Designer with 10 years of experience turning complex challenges into intuitive, scalable digital products. Skilled in bridging design and business strategy across telecom, insurance, construction, and media. Strong track record in product roadmapping, UX research, and design systems—always with focus on measurable outcomes and growth.

SELECTED WORK

Senior Product Designer | B2B & B2C | Freelance

Alliance Aviation Group, Remote Ireland 2025 Maj – 2025 Sep

Redesigned website structure to drive online bookings and customer trust.

- Defined business goals and roadmap aligned with conversion and brand positioning.
- Conducted segmentation, tracking, and A/B testing to connect design with business growth.
- Repackaged services and content to improve clarity and strengthen positioning.
- Positioned design as a strategic business driver, beyond visual design.

Senior Product Designer | B2B | Consultant

PacketFront Software, Sweden & UK Nov 2024 – Mar 2025

Strategic redesign of a 20-year-old B2B telecom network management system.

- Improved engagement and satisfaction through optimized UI, workflows, and SEO.
- Introduced design practices to elevate UX maturity within the team.
- Conducted design audit to identify pain points and guide improvements.
- Collaborated with CTO and dev team to balance technical constraints and business goals.

Senior UX/UI Designer | B2B | Inhouse

Svensk Byggtjänst, Sweden

Maj 2021 – Aug 2024

Led the design for AMA Online, AMA Funktion, e-commerce, and content optimization.

- Drove digital transformation by embedding customer-centric practices across teams.

EXPERTISE

Business & Product Strategy

- Go-to-market alignment with objectives & insights
- Revenue growth via innovative, user-centered solutions
- Market expansion with scalable solutions

Technical

- Figma, Sketch, Adobe XD, Pendo, Hotjar, Analytics, JIRA, Azure DevOps, Trello, Confluence, Monday.com, Microsoft 360, Keynote, ChatGPT4o, Lookback & more

LANGUAGES

- Swedish - Native
- Spanish - Native
- English - Professional

PERSONALITY

- Curious, challenge-driven, positive, open-minded, goal-oriented, fast learning, conceptual thinker, team player

AWARDS

- Shortlisted in Cannes Future Lion, LEGO – Unite 2016

SELECTED WORK

- Designed user-centered workflows and improved digital efficiency.
- Led concept and UX design of an AI Assistant MVP 2022.
- Provided strategic input across product and marketing.
- Facilitated collaboration between tech, editorial, and marketing teams.

Senior UX/UI Designer | Frilans | B2C

PodMe, Sweden

Oct 2020 – Mar 2021

Redesigned web and mobile platforms to improve onboarding and engagement.

- Conducted user research and mapped customer journeys.
- Simplified registration flows, optimized menus, and added quick login options.
- Improved interaction design, reducing friction across platforms.
- Boosted subscriptions through targeted SEO optimization.

Senior UX/UI Designer | Consultant | B2B

Agria Djurförsäkring, Sweden

Apr 2019 – Mar 2020

Redesigned internal insurance platform for mobile advisors.

- Led user research, workshops, and scenario-based design.
- Introduced offline functionality and streamlined data access.
- Improved advisor workflows, achieving 30% faster contract handling.
- Reduced staff turnover and enhanced customer satisfaction.

PREVIOUS PROJECTS

Senior UX/UI Designer | B2B & B2C | Consultant

User-Centered Solutions, Sweden

Jun 2016 – Mar 2020

- Led projects combining workshops, user research, and UX/UI design to improve usability and customer satisfaction.
- Enhanced accessibility and digital workflows across both public and private sectors.
- Collaborated with Socialstyrelsen, SKR, Nestlé Health Science, E-hälsomyndigheten, MTR, AGA, and Bausch & Lomb.

Examples:

- Socialstyrelsen; accessibility improvements following DIGG guidelines.
- SKR; research to optimize healthcare system workflows.
- Nestlé Health Science; UI/UX improvements and brand concept development.

