

## EDUCATION

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### Digital Creative / UX Designer

Berghs School of  
Communication 2015–2016

### Bachelor's Degree, Media and Communication Studies

Stockholm University  
2013–2016

### Certificate AI-ChatGPT 4

Scribill 2024

## AWARDS

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- Shortlisted in Cannes Future Lion, LEGO – Unite 2016 (Industry-recognised creative innovation)

## EXPERTISE

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### Product Strategy & Growth

- Translating insights into product direction
- Aligning design with business and tech
- Subscription & retail optimisation
- Roadmapping & prioritisation

### UX Leadership & Collaboration

- Facilitating discovery & cross-functional alignment
- Improving UX maturity in teams
- Communicating concepts clearly to product & tech

### Systems & Complexity

- Designing scalable design systems
- Structuring complex SaaS workflows
- Multi-product ecosystem thinking



# Fiorella Walter

■ Product & UX Designer

✉ fiorellawalterportfolio.com

📍 Stockholm, Sweden

## PROFILE

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Product & UX Designer with 10 years of experience designing SaaS platforms, subscription flows, internal tools and digital commerce experiences. I turn complex systems into intuitive, scalable products through UX research, product strategy and design systems. Experienced in aligning design with business, product and engineering teams.

### Retail & Growth I B2C

Subscription funnels (PodMe), e-commerce flows & content-to-conversion (AMA Online, AMA Funktion, Byggtjänst.se), campaign landing pages (Bausch & Lomb, Lecrolyn), information experiences (Nestlé Health Science), and improved advisor to customer experience through internal workflow optimisation (Agria).

### SaaS I B2B

Telecom SaaS redesigns (PacketFront), multi-product workflows and ecosystem design (AMA Online) and complex internal tools for operational efficiency (Agria).

I design for clarity, scalability, and measurable impact.

## SELECTED WORK

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### Senior Product Designer I B2B & B2C I Freelance

Alliance Aviation Group, Remote Ireland 2025 Maj – 2025 Sep

Redesigned website structure to increase clarity, trust and booking intent

**Outcome:** Improved clarity, stronger value communication, and higher conversion potential.

- 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 I B2B I Qrios Consultant

PacketFront Software, Sweden & UK Nov 2024 – Mar 2025

Strategic redesign of a 20 year old telecom network management platform.

# SKILLS

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## Design & Research

- UX Design & UI Design
- Interaction Design & Visual Design
- Information Architecture (IA)
- Design Systems
- Wireframing & Prototyping
- Usability Testing
- Accessibility (WCAG 2.1 AA, DIGG)

## Methods

- Competitor Analysis
- UI/UX Heuristic Evaluation
- Design Audits
- User Interviews
- Journey Mapping
- Scenario-Based Design
- A/B Testing & Experimentation
- Workshops & Co-creation
- Agile & Lean UX

## Analytics

- Mobile App Analytics (iOS & Android)
- Behavioural Tracking & Event Flows
- Funnel Analysis & Conversion Insights
- Hotjar, Pendo, Google Analytics, Meta Ads Manager

## Tools

- Figma / Figma AI
- Adobe Suite
- Builder.io AI
- ChatGPT 4.0 / AI-assisted workflows
- Miro
- Teams

**Outcome:** Raised UX maturity, reduced workflow friction, clarified product value, and created a scalable foundation for future development.

- Conducted UX audit, user interviews, competitive mapping and journey analysis.
- Improved UI, workflows, navigation and core interaction patterns.
- Identified misaligned service offerings through customer journey mapping and restructured and repackaged key functions to match how users actually think and work.
- Introduced modern UX processes and facilitated alignment between product, engineering, and business stakeholders.
- Supported long-term UX strategy and prioritisation with the CTO.

## Senior UX/UI Designer | B2B | Inhouse

Svensk Byggtjänst, Sweden

Maj 2021 – Aug 2024

Led UX, product and service design for AMA Online (SaaS), AMA Funktion (technical specification tool), Byggtjänst.se (e-commerce), onboarding and product packaging. Drove research, concept development, IA, UI, customer journeys, design system creation and cross-functional alignment across product, tech, marketing and editorial. Responsible for add-ons (AMA Premium, Description Tool) and the MVP for the AI Assistant.

### Outcome:

- Modernised IA, improved discoverability and significantly increased efficiency across internal and external workflows.
- Introduced customer-centric ways of working and cross-functional workshops.
- Designed workflows that supported both user needs and business processes.
- Lead designer for the AI Assistant MVP (2023), validated with internal editors and customer service.
- Improved onboarding, clarity and product communication.
- Strengthened alignment between product, tech and marketing.

## Senior UX/UI Designer | Freelance | B2C

PodMe, Sweden

Oct 2020 – Mar 2021

Redesigned mobile & web experiences to improve onboarding and retention.

**Outcome:** Higher subscription activation, reduced early-funnel drop-off and clearer cross-platform listening paths.

- 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 | Bouvet Consultant | B2B

Agria Djurförsäkring, Sweden

Apr 2019 – Mar 2020

Redesigned internal insurance advisory tool.

- Jira, Azure DevOps
- Confluence, Trello, Monday.com
- Lookback
- Keynote, PowerPoint (PPT), Word, Excel

## LANGUAGES

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

## PERSONALITY

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- Curious, strategic, structured
- Fast learner & quick problem solver
- Strong communicator across disciplines

**Outcome:** 30% faster workflows, fewer errors, improved consistency and advisor satisfaction. Added offline mode, improved contract handling, streamlined information access.

- Led research, task analysis and scenario design.
- Added offline mode & streamlined information access.
- Improved contract handling flows and system logic.
- Reduced internal friction and supported better customer outcomes.

## EARLIER PROJECTS (2016-2021)

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Worked as a UX/UI Consultant for agencies (Bouvet, Narva, Occasion, Repeat Studio) and direct clients across public sector, healthcare, life science, telecom, non-profits and consumer brands. Focused on UX research, information architecture, interaction design, accessibility (WCAG 2.1 AA), content clarity and conversion-driven digital experiences.

### Government & Public Sector | B2B

**Socialstyrelsen** - Accessibility testing, interaction design, navigation & content improvements (WCAG 2.1 AA).

**SKR** - Workflow research & UX recommendations.

**E-hälsomyndigheten** - Matchmaking app for Almedalen (Tinder-style logic) IA, flows & prototyping.

**Försäkringskassan (via Occasion)** - UX research & digital strategy.

**FOI** - Homepage redesign & content simplification.

### Healthcare & Life Science | B2C (via Narva)

**Bausch & Lomb Biotrue** - Conversion funnel (ads, landing, product info, checkout).

**Lecrolyn** - Campaign flows & conversion-oriented landing pages.

**Thermo Fisher Scientific** - Information structure & UX writing.

**Nestlé Health Science** - Information experience for relatives/caregivers; field research, personas, IA & UX writing.

**No More Pricks** - Interaction design & UI components.

**Spriddbröstcancer** - Information structure & UX writing.

### Media, Education & Non-Profit | B2C

**Trygga Barnen (Bouvet)** - User journeys, interaction & flows.

**Rädda Barnen (Narva)** - Creative concept development.

**Skolornas Mattetävling (Repeat Studio)** - UX concept, IA & UI.

**Parks & Resorts (Gröna Lund)** - Audience insights, strategy & creative concepts.

### Industry & Finance | B2B/B2C

**AGA** - Information page & IA.

**Itech** - Homepage & financial reporting flows (interaction design).