

EDUCATION

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

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

EXPERTISE

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

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 | 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 | 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

Senior Product Designer | B2B & B2C | 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 | B2B | Qrios Consultant

PacketFront Software, Sweden & UK Nov 2024 – Mar 2025

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

SKILLS

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 4o / 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

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

PERSONALITY

- 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)

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.

Spridbröstcancer - 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).