Fiorella Walter

- UX/UI DESIGNER
  PRODUCT DESIGNER
  UX RESEARCHER

Stockholm, Sweden

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EDUCATION

Digital Creative / UX Designer

Berghs School of Communication

2015 – 2016

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

Bachelor's Degree, Media and Communication Studies

Stockholms universitet

2013 – 2016

Certificate AI- ChatGPT 4o

Scribill

2024

COVER LETTER

Hi,

I'm a UX and product designer with 10+ years of experience turning complex challenges into intuitive digital solutions. I've worked with large organizations in telecom and healthcare, as well as fast-moving teams in media, insurance, and construction—always with a focus on delivering meaningful experiences for both users and businesses.

At the heart of my work is curiosity and a strong drive to understand systems, users, and markets. I thrive in cross-functional teams where strategy, tech, and design intersect, and I enjoy leading projects from early research and workshops to prototyping, testing, and final UI.

Throughout my career, I've helped optimize onboarding flows, improve accessibility, and build design systems that scale. In 2022, I also led the concept and design of an AI Assistant MVP, using language-based interaction to support users navigating technical content—well before AI became a mainstream tool in UX.

I'm passionate about turning complexity into clarity, and making design a real driver of business value. I'd love to hear more about your needs and explore how I can support your team.

Warm regards,
 Fiorella Walter

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EDUCATION

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SKILLS

- UX Design, UI Design, Design Systems, Digital Strategy, Interaction Design, Visual Design, Concept Development, Design Workshops, AI Concept Prototyping

- User Research: Usability Testing, Customer Journeys, Prototyping, Collaboration, Information Architecture, Service Blueprints, User Flows

- Methods: Double Diamond, Triple Diamond, Design Thinking, Agile, Lean UX, Accessibility (WCAG), Wireframing, Figma, Miro

PROFILE

Commercially driven UX & Product Design leader with over 10 years' experience delivering strategic solutions across telecom, construction, and financial services. Background in advertising and digital marketing with strong expertise in product strategy, customer-focused innovation, and business growth through user-centric solutions.

EXPERIENCE

Senior Product Designer

PacketFront Software, Sweden, UK   2024 – 2025

Telecom │ Network Management │ B2B System

Led strategic redesign of legacy B2B systems to enhance commercial scalability, competitiveness, and customer value. Established collaborative relationships with stakeholders, aligning technical development with strategic business objectives and end-user needs. Improved user engagement and customer satisfaction through optimized UI, streamlined user flows, and targeted SEO strategies.(Consultant through Qrios)

- Introduced design practices to improve workflows and elevate UX maturity within the team.
- Conducted a product design audit to identify pain points and drive key workflow improvements.
- Designed and iterated prototypes to improve navigation, usability, and clarity in complex environments.
- Collaborated with the CTO and development team to align solutions with technical constraints and business goals.
- Balanced short-term improvements with a scalable, long-term design plan through iterative feedback and user validation.

Senior Product Designer

Svensk Byggtjänst , Sweden   2021 – 2024

Construction │ Digital Services │ B2B System

Drove digital transformation by aligning product strategy with user needs and market positioning, leading to measurable gains in engagement, satisfaction, and business value.

- Designed user-centered solutions and optimized digital workflows
- Led the concept and UX design of an AI Assistant MVP (2022) to guide users through complex content
- Provided strategic input on tone, structure, and messaging across product and marketing
- Promoted customer-focused collaboration across tech, editorial, and marketing teams

EXPERTISE

Business & Product Strategy

- Developed and executed go-to-market strategies aligning product offerings with commercial objectives and customer insights.
- Enhanced revenue streams through innovative product development and user-centered solutions.
- Expanded market reach by creating scalable, strategic solutions tailored to customer and business needs.

Languages

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

Technical

- Figma/Sketch/Adobe XD
- Pendo/Hotjar/Analytics
- JIRA/ Azure DevOps/Trello
- Confluence/ Monday.com
- Microsoft 360
- Keynote
- Chat GPT4o
- Lookback

AWARDS

- Shortlisted in Future Lion with entry LEGO – Unite 2016

PERSONALITY

- Curious, challenge-driven,posittive, open-minded, gold-oriented, fast learning, conceptual thinker, team player

EXPERIENCE

Senior Product Designer

PodMe, Sweden   2020 – 2021

Media │ Digital Services │ B2C Platforms

Led the redesign of web and mobile interfaces to reduce registration drop-offs and improve user engagement through optimized UI, user flows, and SEO.

- Conducted user research and mapped customer journeys to identify pain points and gaps.
- Simplified registration flows, optimized menus, and introduced guest login and quick registration options.
- Improved UI and interaction design to reduce friction and increase engagement across platforms.
- Enhanced brand visibility and subscription growth through targeted SEO optimization.

Senior UX Designer

Agria Djurförsäkring, Sweden   2019 – 2020

Insurance │ Internal System │ B2B Platform

Led the modernization of Agria's internal insurance system, improving workflows, user experience, and overall system efficiency to support mobile insurance advisors.(Consultant through Bouvet)

- Adapted the system to modern technology, streamlining workflows and reducing staff turnover.
- Simplified content structure and improved data access through clearer permission management.
- Conducted user research, usability testing, and workshops to develop effective wireframes and prototypes.
- Implemented scenario-based design and offline functionality, enabling seamless interactions and improved sales processes.
- Enhanced customer satisfaction and brand growth through optimized system usability.

EXTRA

Design Consultant (Various Brands & Organizations)

B2B & B2C │ Accessibility, User-Driven Solutions   2016 – 2020

Led projects combining workshops, user research, and UX/UI design, enhancing accessibility, user efficiency, and customer satisfaction across diverse industries. Collaborated with brands such as Socialstyrelsen, SKR, and Nestlé Health Science to deliver impactful, user-centric solutions aligned with strategic business goals.

- Socialstyrelsen, enhanced accessibility and interaction design following DIGG's web guidelines.
- SKR, conducted research to optimize workflows within healthcare systems.
- E-hälsomyndigheten, Nestlé Health Science, Bausch & Lomb, MTR, AGA; delivered UI/UX improvements, brand concept development, and accessibility enhancements.