

Beatrice Johansson

UX/UI DESIGNER

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PROFILE

UX/UI Designer with experience driving digital projects from concept to launch. I specialise in transforming complex workflows into intuitive user experiences, combining traditional UX methodologies with modern AI tools like Lovable for rapid prototyping to build, test, and validate concepts.

WORK EXPERIENCE

Consultant (UX Design & Internal Communications) | Danish Red Cross

COPENHAGEN, DENMARK | 2024–PRESENT

- **Optimized store operations** by restructuring a dense PDF handbook into a streamlined intranet information architecture (IA), creating the platform's most heavily used section for daily operational material.
- **Designed the UI/UX for an internal mobile app** tailored for non-digital natives, leveraging field studies and prototyping to deliver a frictionless experience.
- **Created digital and print assets** across multiple teams, ensuring strict visual consistency and compliance with the organization's design system.

E-commerce Assistant (Internship) | Danish Red Cross

COPENHAGEN, DENMARK | 2023–2024

- Managed digital inventory and product listings for the webshop.

Digital Marketing & Content Creator (Internship) | Universal Music Group

COPENHAGEN, DENMARK | 2021–2022

- Produced digital content and concepts, with a primary focus on video production and visual communication across Universal Music Group's digital channels.

EDUCATION

Bachelor's degree | Digital concept development | EK - Erhvervsakademi København

2019–2022

Skills: Project Management, Information Architecture, Prototyping, User Experience, Digital Strategy.

Multimedia Design | EK - Erhvervsakademi København

2017–2019

Skills: User Interface, Interaction Design, Digital Content Creation, Wireframing, Visual identity and branding.

Music and communication | Umeå universitet

2016–2017

SKILLS

Product Strategy & Research

User Research, Usability Testing, Information Architecture (IA), User Flows & Persona Development, Design Thinking, Product Discovery.

Core UI/UX Design

Interaction Design, Wireframing & Prototyping, User-Centered Design, Accessibility Design (WCAG), Visual Identity & Branding.

Tools & Technical Skills

Figma: (Advanced: Design Systems, Component Governance, Variables & Tokens)

Lovable: (AI-driven Rapid Prototyping & Concept Validation)

Adobe Creative Cloud (Illustrator, Premiere Pro), Canva, Miro, Web development (Basic frontend understanding).

Languages

Swedish: Native proficiency

Danish: Professional working proficiency

English: Full professional proficiency

ADDITIONAL EXPERIENCE

Nanny | Copenhagen (2015–2020)

Receptionist | Hotel Plaza Malmö | Malmö, Sweden (2012–2015)

Bartender | Vapiano | Malmö, Sweden (2011–2012)

Bartender | Shepherd's bar | London, UK (2010–2011)