

ERIC HEDÉN

Product/UX/UI designer

PERSONAL PROFILE

I am a Product, UX, and UI designer who excels at considerate problem-solving. Driven by curiosity, empathy, and collaboration, I find joy in crafting experiences that forge meaningful emotional connections.

GET IN TOUCH

Mobile: +46769260600
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LANGUAGES

Swedish: Native
English: Professional
German: Professional
Nowregian: Professional
Spanish: Learning

WORK HISTORY

UX/UI designer

Lyxbukett.se 2023 to Present

- Researched, analyzed data, and informed design decisions.
- Developed wireframes to structure the site, created prototypes for user testing, ensuring an intuitive experience.
- Applied design principles, aesthetics aligned with the brand, and collaborate with developers for a cohesive end product.

Product / UX/UI designer

Swedish Employment Service 2018 to 2023

- Generated and refined creative ideas, translating them into conceptual designs for new products or features.
- Developed prototypes to visualize and test product concepts, allowing for iteration and improvement.
- Collaborated with cross-functional teams, incorporating feedback and aligning the design with business goals and user needs.

UX/ UI designer

Entella AB 2017 to 2018

- Created visually appealing and user-friendly interfaces for digital products, focusing on layout, color, and typography.
- Collaborated with developers, and stakeholders to align UI designs with overall user experience goals and project requirements.

UX researcher

Intraphone Solutions 2016 to 2017

- Conducted in-depth research and user studies to understand behaviors, preferences, and pain points of target audiences.
- Analyzed collected data to derive meaningful insights, informing design decisions and strategies for improving user experiences.

EDUCATION

Linnaeus University, Kalmar

Interactions design, 2013 to 2016