



LINDA RUHMÉN

ABOUT ME

I am a social UX Designer with a passion for usability and putting focus on the user's needs. I am curious and a fast learner who likes to explore new methods and ways of working.

One of my driving forces is to make systems more effective and to lessen the frustration for the user. I often take inspiration from user interfaces that I meet in my everyday life but especially the ones I encounter when travelling abroad since they can be quite clever.

In my spare time I like to dance and play various types of games, both digital games and boardgames. I live with my boyfriend in Kista and have been working for nearly 10 years as a UX designer and been a part of many exiting and interesting projects.

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PREVIOUS WORK EXPERIENCE

Aug 2022 -

UX Designer/UX Researcher • Zmarta

Responsible for the user experience on their website as well as their partner brand Elskling. Is also responsible for user testing and continuous improvement of both the loans and insurance experience after the user has left the site. Was previously responsible for implementing and assisting developers with Zmartas online rebranding and rollout of their updated design system.

Aug 2018 - Jun 2022

UX Designer/UX Researcher • Daniel Wellington

Responsible for the user experience on their website where they sell watches and accessories. I was also responsible for the user experience on their internal systems such as the order management portal and the B2B customer portal. I was also responsible for doing user testing and user research on these platforms.

Apr 2016 - Jun 2018

UX Designer • Exopen

Worked as a UX designer for the economy service MyNumbers. I performed user testing and built prototypes, both for web and app interfaces. I was also responsible for the MyNumbers website and worked with tracking and A/B testing.

Oct 2014 - Mar 2015

UX Designer • Scania

I implemented Scania's standardised layout in several internal portals within Scania. Also contributed with consultation and advice regarding layouts and implementation of functionalities.

Primarily worked with functional prototypes created in HTML and CSS but also Languages English Swedish built components and layouts directly in the portals. I primarily worked with the CSS framework Bootstraps as the foundation for Scania's graphical guidelines.

EDUCATION**Aug 2012 - Jun 2015**

Masters degree in Computer science, Stockholm University

MASTERS THESIS

An investigation regarding how gamification can engage users of an IPTV service. I mainly worked with User Centered Design and evaluated users experiences with paper-prototyping (Low-fi prototyping) and Powerpoints clickable interface.

WE.LEARN.IT

We.learn.it was an EU project between several European universities where the goal was to create a platform for new ways to teach that does not include traditional learning in a classroom. The project I was a part of included using a game engine as an education tool for kids to showcase what they had learned about a specific subject.

I was responsible for testing tutorials with users to determine if they were too advanced and if the user could access the tools correctly. I also developed scenarios and finished assets that the students could use in the game engine Unity which we used as a base.

REFERENCES

Available upon request.