

**UX/UI DESIGN  
STRATEGY  
LEADERSHIP**

**JOHANNA  
KARLSON**



# EXPERIENCE

<b>UX Lead</b> Knowit Experience	2023 - 2024	<b>Digital Designer &amp; Front-end Developer</b> Otilia Media	2012 - 2013
<b>Founder</b> JHKarlson.com	2010 - Current	<b>[Internship]</b> <b>Projector, Reklambanken, NPP Reklambyrå</b> Digital Designer & Front-end Developer	2011 - 2012
<b>Shopify</b>		<b>Webshop manager</b> Spånga Järn & Färg	2008 - 2009
Global UX Manager (Scale) Shipping + Buyer Trust	2022 - 2023	<b>Photo assistant</b> Ateljé Uggle	2006
Global UX Manager Shipping	2021 - 2022		
<b>Klarna Bank AB</b>			
Design Director Purchase Experience	2020 - 2021		
Design Director Merchant Acquisition & Growth	2019 - 2020		
<b>Oriflame Cosmetics</b>			
Head of UI / UX Design	2017 - 2019		
UI Design Lead	2017		
Digital Art Director	2015 - 2017		
Digital Designer, Service Design	2015		
Digital Designer, Campaigns & Branding	2013 - 2015		

## EDUCATION

Certificate: Accessibility Fundamentals (WCAG) W3schools.com	2024
Presentation Technic More intenz	2018
Coaching Leadership Mercuri International Group	2017
UX Product Development Berghs School of Communications	2016
Attractive Design & User Experience Crisp Academy	2013
Media Technology, Bachelor's degree 180 hp Focus area: Graphic Design Blekinge Institute of Technology	2009 - 2012
Media programme 2500 p Focus area: Graphic Design & Photography Riddarfjärdens Gymnasium	2004 - 2007

## SKILLS

Leadership, Product Organisation, Recruitment, People management, Coaching, Team building, Resource planning, Budgeting, Strategy

Graphic Design, Product Design, UX Design, UI Design, Creative Processes, User testing, UX research, Motion Design, Art Direction, Creative Direction, Photography, Video production, Brand Identity / Design

Presentation (small to big audiences), Facilitator, Agile processes, Organitising, Structure, Feedback

## ACHIEVEMENTS

Nominated: Employee of the year Oriflame Cosmetics	2019
Speaker: From idea to app prototype in 2 weeks Rival, Stockholm Cap&Design Inhouse Days 2018	2017
Speaker: Live demo, SkinExpert Mobile App Silhouette cruise ship, Rome - Italy Oriflame 50th Anniversary Cruise	2017
Winner; Most popular Business Tool (Business App) Oriflame Excellence Award	2016

## OTHER

Member Design Leadership Sweden	2018
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## CONTACT

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Languages (fluent): Swedish, English