

JOSEPHINE JOHANSSON

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SUMMARY

Versatile problem solver, curious analytic, and empathy-driven product designer with a strong background in user-centered digital design, HTML/CSS, and information architecture. Looking to create meaningful design solutions with collaborative thinkers motivated to make a positive impact.

EDUCATION

A.S. Graphic Design, conc in User Experience

SANTA MONICA COLLEGE | FEB 2020 | 4.0 / 4.0
Highest honor

A.A. Vocal Performance & Recording Artist

MUSICIANS INSTITUTE | MAR 2011 | 3.9 / 4.0

SKILLS

DESIGN

User Experience
UI Design
Interaction
Prototyping
System Design
Front-end Dev.
Web Accessibility
Info Architecture
Motion Graphics

TOOLBOX

Figma / Sketch
Adobe CC (AI, PS, ID, AE)
ProtoPie / InVision
HTML / CSS
Basic JS and PHP
WordPress / Bootstrap
Notion / ClickUp / Miro
Basic Analytics and SEO
G Suite / MS Office

AUDIO

Production / Logic

RESEARCH

Personas / Empathy Maps
User Testing / Interviewing
Journey Maps / User Flows
Critical Thinking

LANGUAGES

Swedish / English

ACHIEVEMENTS & ACTIVITIES

Employee Doer Award - LEARNSTER, 2023

Dog Foster Volunteer - DOG GONE SEATTLE, 2020

Outstanding Project Award for album art, songwriting, engineering on original EP - MI 2011

INTERESTS



Human Behavior



Animal Welfare



Music Production & Sound Design



Dancing



Technology



Nature & Conservation



Organizing



Traveling



Cooking & Food Nerding

EXPERIENCE

- **Product Designer** | LEARNSTER, SWEDEN | JUN 2021 - PRESENT
 - Leading end-to-end UX design for projects, from research to QA testing. My recent projects include an AI-powered test feature, filters, and a redesign of the course outline, which notably increased user satisfaction
 - Conducting a rigorous design system audit and redesign to help our teams enhance efficiency, accessibility, and product consistency. Currently responsible for creating all global components/specs as design system owner
 - Collaborating closely with the CDO, CTO, designers, and engineers to ensure successful design implementation in Learnster's SaaS LMS (web + mobile app).
 - Mentoring junior designers and writing/reviewing UX copy
 - Leveraging my web experience by serving as a liaison between engineers and designers
- **Freelance Designer** | APR 2011 - PRESENT
 - Performing a range of design services, including graphic design, UX, SEO, and web development for various nonprofit, wellness, and music industry clients
- **UI/UX Design Intern** | BONEO, SWEDEN | JAN 2021 - APR 2021
 - Delivered designs and specs for Boneo's real estate platform, including a redesign of the search filter and user account pages
 - Designed ad analytics for customers' weekly reports, collaborating with cross-functional teams and the Lead UI/UX Designer
- **Int. Student Advisor, Designer** | LA COLLEGE OF MUSIC, LA | NOV 2015 - JUN 2017
 - Wrote and designed user-centered informational materials, which helped streamline administrative processes and improve student success rates
 - Advised students and academic teams on visa-related procedures
 - Led orientation seminars and coordinated events featuring industry guests
- **Alumni Coordinator/Researcher** | MUSICIANS INSTITUTE, LA | JUN 2013 - DEC 2014
 - Spearheaded the development of a proprietary internal networking platform aimed to connect alumni with career opportunities. Designed concept and collaborated with senior leadership, engineers, and the marketing team to implement solutions
 - Conducted user research (surveys, interviews, outreach via phone/email/social media) to identify alumni needs and gather GE data in accordance with BPPE accreditation. Synthesized findings in weekly statistical reports
 - Served a global alumni community of 25K+ graduates through career counseling
 - Built industry relationships, recruited guest speakers, and coordinated events
- **Career Services Coordinator/Designer** | MUSICIANS INSTITUTE | MAR 2011 - JUN 2013
 - Designed promotional materials and email campaigns in brand voice
 - Coordinated 20+ mentor sessions and 5+ workshops per quarter with industry guests from organizations such as Sony/ATV and Capitol Records

PROJECTS

- **Product Designer** | [WRITERS SESSION MOBILE APP REDESIGN](#) | 2020
 - End-to-end redesign of the songwriting app, Writers Session, from user research to high fidelity interactive prototype.
- **Web Designer/Front-End Developer** | [LITERACY BRIDGE WEBSITE](#) | 2020
 - Redesigned/developed a responsive and client editable WordPress website for non-profit organization, Literacy Bridge; to elevate their brand and help them attract more interest from NGO partners and donors
- **Web Designer/Front-End Developer** | [CUSTOM-BUILT PORTFOLIO](#) | 2020