

profile

Sofia is a product designer who designs with the client’s business in mind. Since 2021 she has designed a customer portal, applications and websites for MedTech, SaaS, industrial and consulting companies, covering the whole chain from user research and information architecture to high-fidelity UI in Figma, prototype testing and handover to developers.

Her background is broader than most designers’. She has started and run several businesses of her own, has scoped, sold and delivered 20+ client projects through her consultancy, and has worked hands-on with marketing, branding and web. That lets her see the bigger picture: what a design decision means for revenue, cost and customers, and which work gives the company the highest return. Where it is the most efficient route, she uses established AI workflows.

5+

larger product and UX projects, from research to launched interfaces

20+

client projects sold and delivered through her own company

60 000+ kr

saved per year by the website she led and built for ESSIQ

key qualifications

End-to-end product design

From research and information architecture to hi-fi UI, prototype testing and implementation, in agile teams with developers and with component libraries in Figma. Designs are checked against WCAG for colour contrast and text size, and her own website builds also for focus order, keyboard use and alt texts. Led, designed and built ESSIQ’s new website, redesigned the Sens07 safety app and was responsible for UX and UI of a MedTech customer portal.

Research that drives decisions

Planned and ran interviews with six client companies of the AI platform Textual and delivered five customer journey maps. Several pain points were fixed within days, and management got a clear basis for prioritising the roadmap.

Business and stakeholder focus

Runs her own consultancy and works directly with founders, CEOs and management teams. Ties design decisions to business goals and measurable outcomes such as cost savings, test scores and time to publish.

AI-supported design work

Uses established AI workflows, combining Figma MCP, Claude Code and Obsidian for desk research, competitor analysis and interface design. Co-organisier of ESSIQ’s AI Fridays, 10+ company-wide sessions on AI and tech.

Brand, marketing and communication

Brand strategies and visual identities for Pixelum and Moln1, fractional marketing manager for ESSIQ and 10+ years of social media experience. A clear bonus in product teams that also need to position and launch what they build.

Leadership and knowledge sharing

Project lead for a four-person web team, supervisor and mentor for all UX interns at ESSIQ 2023-2025 and former freedive instructor.

skills

Design	Product design, UX and UI design, interaction design, information architecture, wireframing and prototyping, component libraries, accessibility (WCAG), design handoff, web design	
Research	User interviews, stakeholder interviews, customer journey mapping, prototype and usability testing, A/B preference testing, surveys, desk research and benchmarking, UX reviews, workshop facilitation	
Brand & marketing	Brand strategy and positioning, visual identity, content strategy and copy, social media, photography and video	
Tools	Figma & Figma MCP	Primary design tool, Extended AI workflow
	Microsoft 365 Suite	Tools like PowerPoint, Excel, Word, Teams, Outlook
	Obsidian	Context, briefs, research, decisions
	Claude Code	Reads, reasons, builds
	Microsoft Copilot (AI)	Content creation, analysis, and productivity support.
	SharePoint	Communications and document management
	Webflow, Relume	Website building, Component Library
	Wordpress, Elementor	Website building
	Google Analytics	Analyzing user behavior and tracking performance metrics.
	Adobe Creative Suite	Working knowledge; Lightroom, Photoshop, InDesign.
Industries	Tech and engineering consulting, SaaS and AI, e-commerce, marketing and web agencies, retail, sports and safety equipment	
Languages	Swedish and English, both native / full professional	
Licence	B (driver's licence)	

references

Kajsa Tunius UX Design Consultant, Sigma Technology Experience	"Sofia is a fantastic UX designer with several years of experience. We got to know each other through Let's Talk About UX, where she was previously one of the organizers. Sofia is driven, proactive and always takes great responsibility in her work. Her rational and solution-oriented working method makes her a safe and valuable asset in any team. In addition, she has a sharp visual sense. If you get the chance to work with Sofia, take it!"
Jennie Müller Accessibility & Web development	"Sofia is an incredibly driven and inspiring person that I really look up to. With a mindset that nothing is impossible, she can lift an entire room of people. She is a good team player, has good leadership skills and is a doer. Highly recommend Sofia as a colleague or partner!"
Jessica Bremholm UX Designer, DBSchenker	"Sofia is an extremely reliable, talented, and ambitious person. She is a truly excellent team member and team leader, as she knows how to support and motivate the group she works with. If I were to name one person I would have liked to work with professionally, it would be Sofia."

product & UX assignments

Mild Media AB

2025

Design Consultant

Customer ordering portal for a MedTech distributor

Nordic distributor of laboratory diagnostics, through the agency Mild Media

Problem Customer orders were handled manually across many sources and were hard to manage. The client wanted a portal that streamlines ordering and saves time for both sides.

Approach As the only designer, Sofia was responsible for UX and UI of a login-only portal: 17 interfaces designed to the client's requirements, with colour contrast to WCAG AA, and handed over to the agency's developers.

Result Launched. Customers can now reorder from previous orders, track their orders and see their order history and contracted products in one place. NDA project.

Textual AB

2022 – 2023

UX Designer

Remote / Gothenburg

UX research and customer journey mapping

AI platform for large-scale product texts and translations in e-commerce

Problem Textual had never had a UX designer, and the team lacked insight into how customers actually used a complex, highly customisable product. That made onboarding inefficient and product decisions risky.

Approach Planned and ran the research independently over two months: hypotheses, desk research, an internal demo and interviews with six client companies: Rum21, Gina Tricot, NA-KD, Royal Design, John Lewis and Teknikdelar. As every client had a unique workflow, Sofia changed the plan from one journey map to one per client and delivered five. Closed with a UX workshop with the CEO and CSO, plus UX/UI reviews of the system and website.

Result Several pain points across multiple clients were fixed within days of each map being delivered, and the maps guided further improvements to the product's interface. Client relations grew stronger, as every interviewed client welcomed the initiative, and Textual got a clear basis for prioritising its roadmap. The engagement was extended into a rebrand, a new web design and sales material.

User interviews · Customer journey mapping · UX review · Workshop facilitation · Brand and web design · Figma



Henrik Gemoll

Founder & CEO, Textual AB

"Sofia has approached this project with high professionalism, ambition, and attention to detail. She independently planned and conducted user interviews where central processes were mapped step by step. The results were presented as clear Customer Journey Maps that provided valuable insights for continued development. It has been a pleasure having Sofia as part of the team, and we highly recommend her to future employers and collaborators."

ESSIQ AB

2023 – 2024

UX Designer

Gothenburg

New company website: project lead, main designer and developer

Tech and engineering consulting company

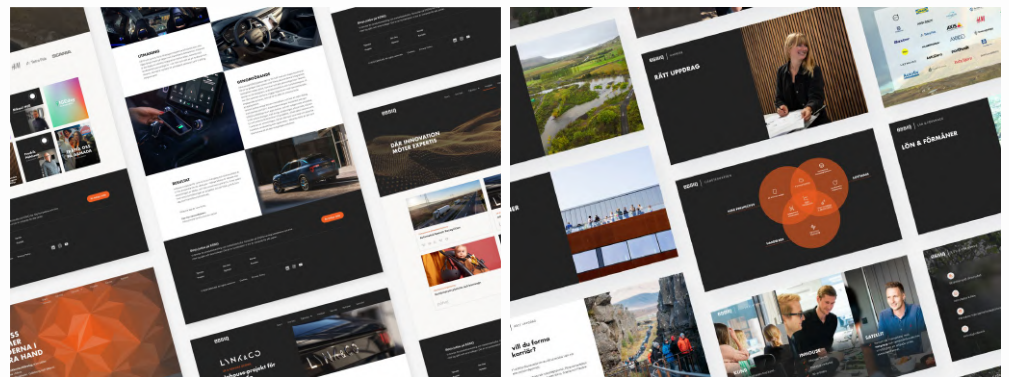
Problem The old website drew a lot of negative feedback: confusing navigation, inconsistent layouts, broken links and repetitive content. In an employee survey 71% found it hard to navigate. It looked outdated and overly masculine, and did not support the goals of positioning ESSIQ as the first choice for high-level consultants and reaching 50% women. Run by an external agency, every change was slow and costly.

Approach Led a team of four across UX, development, photography and copy. Gathered input from HR, recruiting, sales and employees, defined target audience and positioning, built the information architecture and content strategy, ran A/B preference tests of hero visuals and headlines, tested a hi-fi prototype in two rounds and built the site in-house.

Result

- 60 000+ kr saved per year: 50 000 kr in PR and publishing costs, replaced by two custom-built CMS, plus 10 000+ kr in web management.
- Navigation scored 4.5/5 in the second test round, with no negative navigation feedback since launch.
- Image representation moved from 82% men and 16% women to 46% men, 40% women and 13% both.
- 100% editor autonomy: publishing takes hours instead of days.

Stakeholder interviews · Survey · Benchmarking · Positioning · Information architecture · Wireframes · Prototype and A/B preference testing · Web development · Figma

**Martin Engström**

Co-Founder, ESSIQ AB

"I've had the pleasure of working with and alongside Sofia for the last couple of years. She has successfully, and with passion and commitment, managed to rework our homepage to better communicate company goals and vision, and contributed to grow our social media engagement and presence. Throughout our collaboration, her natural leadership, ability to drive projects to completion, and her composure in high-stress situations has impressed me. Sofia is a true problem-solver, and I recommend her without any hesitation."

Application for a client in the elevator industry

Gave recurring UX design support to an in-house project delivering software and an application for a client in the elevator industry: a tool for technicians that also works as a monitoring tool. Designed the first view after login, settings and monitoring as hi-fi UI in Figma, built prototypes the developers used to explain their ideas in client meetings, and visualised hardware and electrical components as infographics.

ESSIQ AB

2023 – 2024

UX Designer

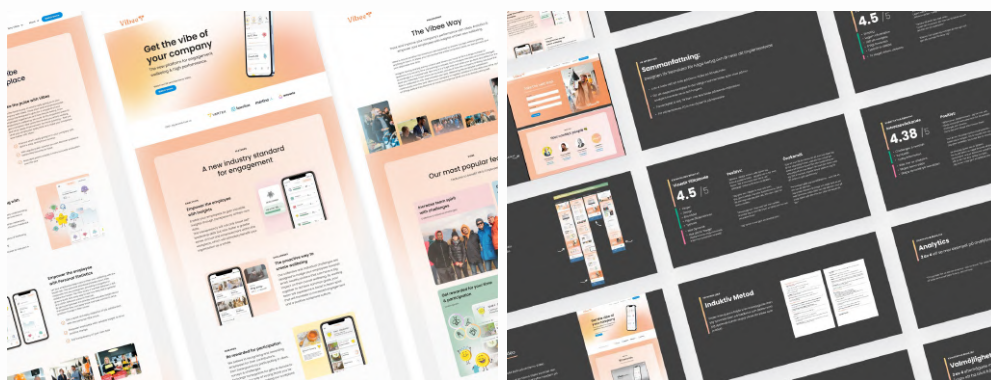
Gothenburg

Vibee HR application: sales strategy, launch website and client interviews

Part of the agile team behind Vibee, a new HR application that measures employee satisfaction through monthly check-ins and gamification: a project leader, four UX designers and external developers. Sofia shaped the sales strategy, wrote the sales copy, ran early A/B preference tests to set the branding and designed the launch website. She built a functional Figma prototype of the site on her own component library, then planned and ran in-depth interviews with HR professionals at Stena Recycling, Pavo Consulting, OneMed and HR Nobilum and presented the findings to stakeholders.

Result The website design scored 4.0 to 4.5 out of 5 on all five criteria, from credibility to visual appeal, and was judged ready to implement. All four interviewees asked for a 90-second demo video first, which became the top recommendation to the team. Vibee was released on the App Store and is used internally at ESSIQ.

Agile teamwork · Sales strategy · Copywriting · In-depth interviews · A/B preference testing · Branding · Web design · Component library · Prototyping · Figma

**Malin Thalén**

Project Leader & Systems
Engineer, Saab

"We are very satisfied with the execution and the result of Sofia's work. Sofia comes up with many good ideas and is very proactive. She is present and contributes in meetings, very good at networking and getting information that helps her work and asking for feedback. One of Sofia's strengths is her ability to present and explain how she arrived at her conclusions. In addition to that, Sofia spreads a lot of joy and energy in the office. I can highly recommend her!"

Nominated by colleagues: Årets ESSIQ:are 2024

In ESSIQ's anonymous yearly vote, Sofia received six nominations across Årets Engagerad (most dedicated), Årets Nytänkande (most innovative) and Årets Öppen (most open), though as overhead staff she was not eligible to win. Translated from Swedish:

"Incredibly ambitious and dedicated in her role, always happy to share her knowledge and expertise. She does not hesitate to think outside the box and always strives to find solutions to the challenges that come her way."
Submitted for both Årets Engagerad and Årets Nytänkande.

"Sofia is a great match for most dedicated of the year. She is as committed to ESSIQ's brand as a whole as she is to all the colleagues around her. We can thank her for much of why the conference trip turned out so well, as she put a lot of heart into making it the best it could be and making sure that everyone who came felt good."
Submitted for Årets Engagerad

"Sofia always comes up with new, exciting ideas and solutions, big and small. In marketing she broadens the possibilities and thinks in new ways about how we can reach out in the best possible way. Creative and extremely skilled with colour and form in graphic design. Sofia is both great at what she does and an exemplary colleague: a key person at ESSIQ who is very valuable because of her warm personality."
Submitted for Årets Nytänkande.

ProVitaTec Ltd

2021

UX Designer

Remote / Switzerland

Redesign of the Sens07 safety app

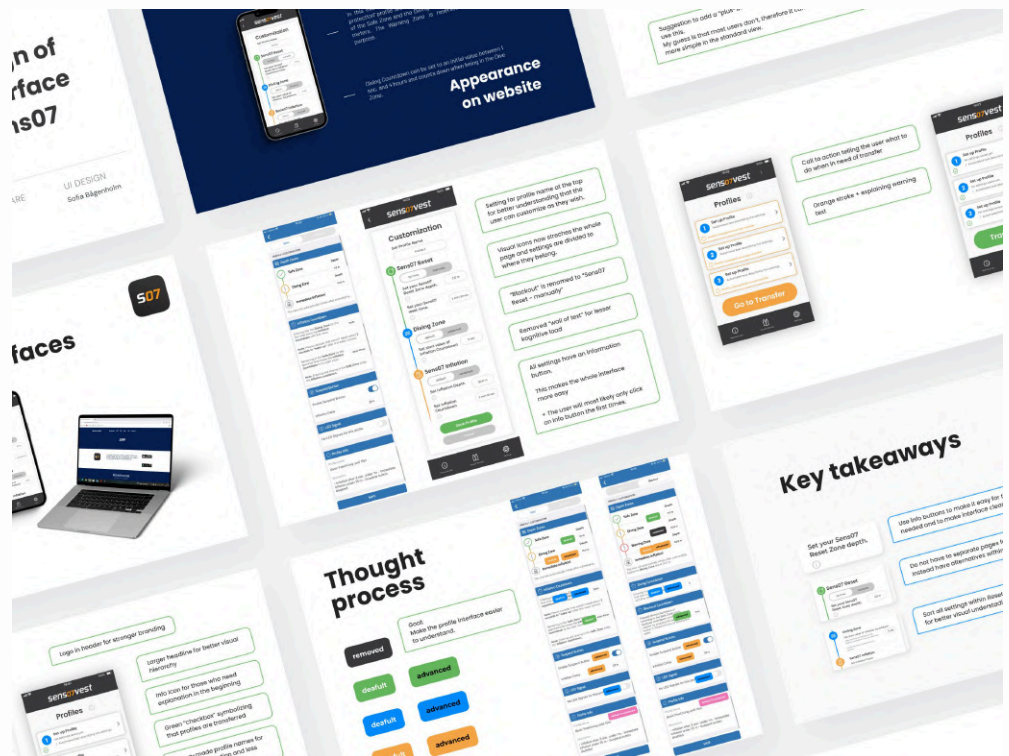
Swiss manufacturer of underwater safety equipment

Problem Users of an inflatable rescue vest for freedivers and spearfishers did not understand how to configure it in the app. The founder received frequent support requests, and unclear settings in a safety product meant users felt uncertain instead of safe.

Approach Recruited for her combination of UX skills and freediving expertise. Restructured the settings into three clear groups on a single page, replaced walls of text with info buttons and a recommendation for every setting, renamed unclear terms and added clear status and calls to action, all without requiring a rebuild of the app.

Result A hi-fi interface in Figma and new help texts for every setting, handed over to the founder with the reasoning behind each change. Sofia's conceptual ideas and wording suggestions were implemented, including replacing dramatic terms with informative ones, such as "warning zone" becoming "inflation zone", so that users feel informed rather than alarmed.

Desk research · Information architecture · UI design · UX writing · Design handoff · Figma



brand, web & marketing assignments

Polu Design AB

2024 – present

Gothenburg

Founder & Design Consultant

Sofia runs her own design consultancy, delivering UX/UI, web design, brand strategy and marketing to founders and management teams. She owns the whole engagement: finding the right problem to solve, scoping, pricing, delivery and follow-up. 20+ projects closed and near 1 000 000 kr in turnover, with clients who return and refer her on. The company was founded in 2024 and builds on freelance and consulting work since 2018.

Pixelum AB

2025 – 2026

Design Consultant

Brand identity, offer packaging & web design

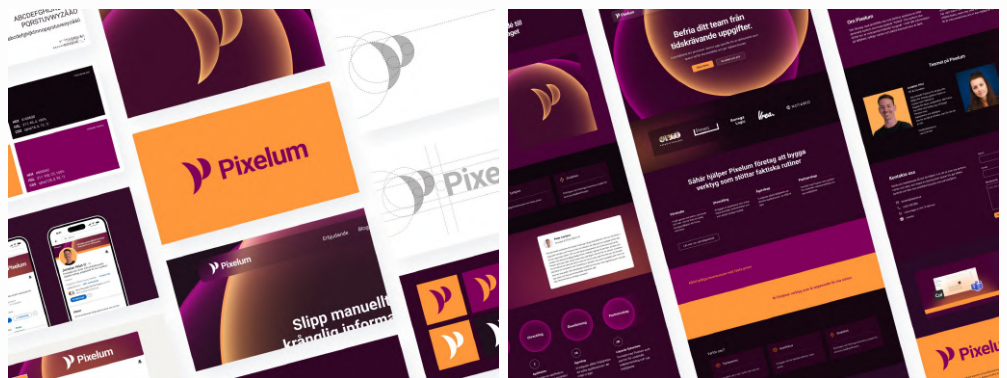
Custom development agency

Problem The founder, a senior developer, needed a brand that reflected his values and could grow with the company as he builds a team. A brand that signaled trust while showing personality. A brand he felt proud of. Later the offer itself had to become clearer for the website to sell.

Approach Strategy first: a brand strategy covering vision, tone, target group, competitors and positioning, then two creative directions to choose between before designing logo, colour palette, typography and LinkedIn assets. In 2026 Sofia packaged the offer, reviewed the copy, designed the Services, Contact and About pages and created material like infographics of process and offer to aid the founder in the sales process.

Result A complete brand and web design that, in the founder's words, "delivered far beyond expectations". Pixelum has returned for further assignments, including website and merchandise design, and the work led directly to the Moln assignment. Since the collaboration began, Pixelum has grown its turnover many times over and in 2026 the founder hired a first employee.

Brand strategy · Positioning · Creative direction · Visual identity · Web design · Copy review · Figma



Jonatan Höst

CEO & Founder of Pixelum,
Senior Developer

"When it was time for me to fix the logo, design, etc. for my company, I contacted Sofia directly. Right from the first contact, she was both personal and professional. I received a quick response and an offer that was exactly what I needed then and there. Sofia understood my needs as a self-employed person and relieved me in the right way.

Sofia put a lot of energy into understanding my values and my goal with my company. This resulted in a logo and design that delivered far beyond expectations! I was so satisfied with the delivery that I have hired her for more work afterwards, both for website and merch design. She is clear through the process and takes the time to understand your needs."

Moln1 Digital AB

2026

Design Consultant

Brand strategy & visual identity

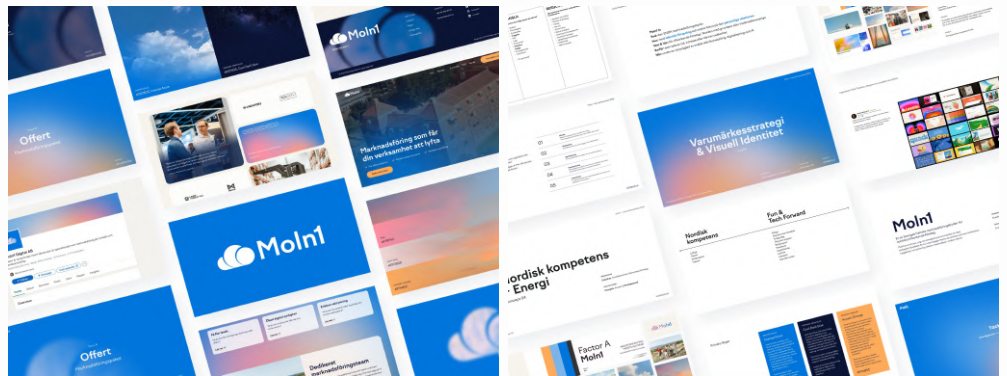
Marketing and web agency

Problem The brand had to work for two very different audiences: the agency's ideal customers, often older CEOs of manufacturing companies who feel uncertain about tech and AI, and its own young, tech-forward and creative team.

Approach Mapped market, offer, target group, competitors and values in a brand strategy and formulated a positioning statement. Translated it into two creative directions, a colour palette that lifts the existing logo and typeface, a start-page web design, brand assets, LinkedIn banners and presentation backgrounds, collected in a Brand Identity Overview.

Result A sharp positioning, the marketing agency with a technical edge and a strong personal relationship for manufacturing companies in the Nordics, and one agreed creative direction, "Nordic competence + energy", that unites both audiences. Now live on moln1.se and in Moln1's social media channels.

Brand strategy · Positioning · Competitor mapping · Creative direction · Web design · Figma

**Bohus Värme AB**

Eldabutiken

2026

Design Consultant

Social media strategy, set-up & training

Retail franchise store

Problem A franchise store spending 300–400 000 kr a year on newspaper advertising, with no social media presence and no in-house routine or confidence to build one.

Approach Needs analysis and goals, storytelling, target group, tone of voice and choice of platforms. Set up the accounts with profile structure, visuals and brand guidelines, then trained the team in a realistic way of working with a custom content template, a cheat sheet and three follow-up coaching sessions.

Result Professionally established channels and a team with the routines and confidence to run them in-house, without depending on external help. The store also got custom-made material for its yearly marketing plan, two seasonal content pillars and a quick reference guide for posting.

Workshop facilitation · Content strategy · Brand guidelines · Training and coaching

Mild Media AB

2025

Design Consultant

Brand and web design for agency clients

Marketing and web agency

Assignment Design consultant for Mild Media. Contributed to visual identities and web design across the agency's client projects and produced marketing material for client cases. Also designed the MedTech customer portal described on page 3.

ESSIQ AB

2024 – 2025

Fractional Designer &
Marketing Manager**Interim ownership of marketing, design, web and events**

Tech and engineering consulting company, around 200 employees

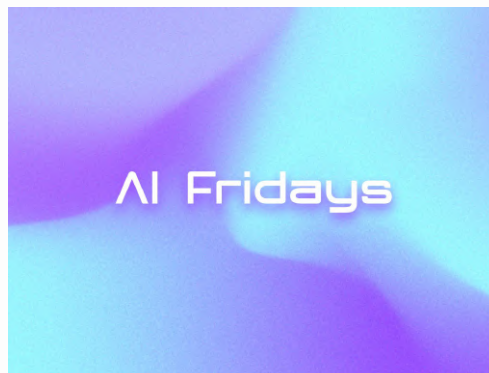
Problem In the summer of 2024 the two people responsible for marketing and events left at the same time, leaving the company without ownership of communication, web and events.

Approach

- Marketing: owned all internal communication and external social media channels, produced all presentation material for the quarterly reports and managed the SharePoint platform.
- Design and web: delivered everything design related, managed the website and was consulted as UX designer in in-house projects.
- Events: point person, communicator and photographer for a conference trip to Mallorca with 110+ people. Created all event marketing, landing pages and sign-up forms.
- AI Fridays: co-organisator of a company-wide remote lunch series on AI and tech, 10+ sessions with around 50 attendees each. Ran the internal marketing, invited guests such as a speaker from Microsoft on Copilot, and helped the main presenter develop and design the sessions.
- Supervisor and mentor for the company's interns, and mentor for Louise Alveflo in her in-house project for Femme Defence, an organisation for young women in the defence and security sector: a new website designed in Figma and built in Framer.

Result Marketing, web and events kept running without a gap, ESSIQ's LinkedIn following grew from 7 000 to 8 000 and a new colleague was trained to take over event coordination. Co-founder Martin Engström highlights her "natural leadership, ability to drive projects to completion, and composure in high-stress situations".

Communication planning · Stakeholder management · Event coordination · Photography · SharePoint · Confetti · Figma

**Louise Alveflo**UX Designer & Cybersecurity
Professional, Devies

"During my internship at ESSIQ, I had the privilege of having Sofia as my supervisor. At the time, she was responsible for ESSIQ's entire digital presence and social media, and took great responsibility in pursuing many issues at the same time. Sofia was very educational and good at guiding with the help of her experience. Thanks to Sofia, I built greater self-confidence in my role as a UX designer."

Other clients

Finovia Finans AB Company name change: new logotype, updated website and a Google Business Profile.

Visionary Grid Web design projects in Figma and Relume for a design agency in Jersey and its local clients.

Textual AB Graphic design, as a Polu Design client.

earlier roles & entrepreneurship

Molchanovs

2018 – 2020

Remote / Singapore

Social Media Manager

Headhunted to a world-class freediving brand. Primary contact for the brand's ambassadors and responsible for content, growing @molchanovsfreediving to 13 000 followers.

FreediveGili

2017 – 2018

Indonesia

Freediving Instructor & Social Media Manager

Coached students from all over the world to dive to 30 metres on one breath, and grew @freedivegili from 3 000 to 10 000 followers.

Fitmotivation

2012 – 2018

Remote

Founder

Started @fitmotivation in high school and grew it organically to 888 000 followers, doubling from 400 000 to 800 000 in ten months. Built a business on the platform through paid exposure and brand deals, and sold the account in 2018.

education

IT-Högskolan

2021 – 2023

UX Design Degree

User-centred working methods, business value of UX, user interface and prototypes, agile working methods, web and application design, programming, strategic marketing and brand development. Two internships.

University of Gothenburg

2019 – 2020

Psychology

Biological, cognitive, personality, developmental and social psychology.

courses, mentoring & community

Flux Academy

2026

Web Career

Brand design, Webflow, copywriting and core design skills.

ESSIQ AB

2023 – 2025

UX Design Mentor

Supervisor and mentor for all students doing their internship at the company.

IT-Högskolan

2022

UX Design Mentor

Mentor for the class that started its UX education in autumn 2022.

Let's Talk About UX

Former organiser

IT-Högskolan

2021

Certification: Introduction to Programming Using Java