

Maria Strömbäck

Senior UX Designer and User Researcher



maria@urekah.io



SWE: +46 768 43 88 39

UK: +44 7400 23 91 08



www.mariastromback.com



Maria Strömbäck

Skills

Design output

Affinity mapping • Customer journeys • Empathy Map • Experience Model • Interactive prototypes • Personas • Service Blueprint • Site maps and Information Architecture • User flow • User map • Wireframe

Research

Card sorting • Competitor Research and Analysis • Desk Research • Heuristic audit and evaluation • Internal and external workshop • Survey • Usability testing • User interviews

Tools

Axure • Balsamiq • Figma • Hotjar • InDesign • InVision • Sketch • SurveyMonkey • Usertesting.com • Userlytics.com

Education

M.Sc. with a major in Human Computer Interaction

Royal Institute of Technology
Stockholm, Sweden
2012 - 2015

Exchange student

Pontificia Universidad Católica
Buenos Aires, Argentina
Jun 2012 - Aug 2013

B.Sc. with a major in Printed Media

Royal Institute of Technology
Stockholm, Sweden
2009 - 2012

Experience

Senior UX Designer and Researcher (Contractor)

Quorso | London, UK | Nov 2022 - Ongoing

Quorso is a SAAS store performance AI-powered productivity tool that sends each “Leader” (managers at different levels within the retail business) personalised, top-priority actions each day.

- I work across multiple in-house projects to define, evaluate, and improve the user experience for store leaders using the product. This includes simplifying and streamlining the onboarding experience, improving filtering functions, and enhancing data visualisations to provide leaders with a more complete picture of the top-priority actions suggested by Quorso.
- I'm leading UX work to develop a central feature that simplifies data analysis and highlights underperforming locations for leaders. My tasks include researching current managerial practices, defining a scalable solution for Quorso clients' unique data points, and validating the solution internally and externally.
- Everyday tasks include: conduct user interviews, user testing, requirement gathering, desk research, workshops, data visualisation, wireframing and prototyping

Senior UX Designer (Contractor)

AKQA | London, UK | Apr 2022 - Jun 2022

- Restructured and redesigned a client's data analytics Marketplace. They wanted to increase user sign ups to allow further exploration of other products offered in their Marketplace.
- My responsibilities included helping the client define the scope of the project, creating user journeys that highlighted existing pain points and finally creating wireframes that incorporated all our findings.

Senior UX Designer and Researcher (Contractor)

Paws group | London, UK | Mar 2021 - Apr 2022

- Responsible for creating UX strategy and research plans in order to explore, define and validate suggested future features and value propositions. This included setting up and conducting user research, internal stakeholder workshops, and also visualising solutions in the form of wireframes.
- At the end of the project, I had created a framework for user research, testing and validation that could be applied and used for the whole product team. I've also defined the potential target audience and concept for the MVP.
- Worked closely with teams across the business to define, design, and execute onboarding journeys for 1.4 million migrated customers while ensuring they experienced minimal disruption to their tasks.

Industries

Automobil • Banking • Beauty and Makeup • Fintech • Food and Beverage • Hotel • Luxury Fashion • Manufacturing • Non-profit • Petroleum • Pharmaceutical • Property company • Retail

Language

Swedish



English



Spanish



UX Architect

MRM | London, UK | Mar 2018 - Mar 2021

- Responsible for scoping and managing UX projects for a variety of top worldwide brands such as GlaxoSmithKline, L'oreal, TSB bank, Vauxhall, Sabic and British land.
- Carried out research activities in order to help clients make data driven decisions. These included tasks such as user research, user interviews, desk research, card sort, heuristic audits and internal and external workshops.
- Translated research findings into visual outputs in form of user journeys, user flows, experience maps, sitemaps, experience models, service blueprints, wireframes and interactive prototypes.

UX Designer

Seb Azzo | London, UK | Jun 2017 - Mar 2018

- Part of the core team that defined, designed and launched a white label eLearning platform used by a worldwide hotel chain with more than 43,000 employees.
- Carried out in-depth research to define UX and UI improvements for our products, including desk research, competitive analysis and usability testing.
- Produced deliverables such as user flows, use cases, lo-fi wireframes and prototypes for use within the company and also for client presentations.

UX & Interaction Analyst

Vinaya | London, UK | Jul 2015 - Dec 2016

- Set up and managed Beta testing program in order to, together with UI designer, software and hardware developers and product manager, define the second version of the product. This included creating timelines, managing internal and external usability tests of our apps, providing suggestions about improvements based on feedback collected from UX/UI testing, creating personas, user flows, user stories, and wireframes for native Android and iOS apps.
- Daily collaboration with iOS and Android developers in Agile environment to ensure technical feasibility and with stakeholders to ensure business goals were met.

Maria Strömbäck

Senior UX Designer and Researcher



maria@urekah.io



SWE: +46 768 43 88 39

UK: +44 7400 23 91 08



www.mariastromback.com



Maria Strömbäck