

<https://www.yojohanna.com/>  
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# Johanna Nilsson

UX/UI DESIGNER

## EDUCATION

UC Santa Barbara  
B.S. Psychology (2010-2014)

UC Berkeley Extension  
UX/UI Design (2019)

## SKILLS

Branding  
HTML & CSS  
Prototyping  
Usability Testing  
User Interviews  
Visual Design  
Illustration  
Wireframing  
User Research

## TOOLS

Adobe XD  
Figma  
Sketch  
Visual Studio Code  
Webflow  
Wix  
Drupal

## WORK

### **Togathre, UX/UI Design**

*(April 2021 - Present)*

Collaborate with a design team to redesign beta (MVP) of a mobile social media product. Collecting and analyzing market research, conducting user testing, building wireframes, hifi prototypes, and working with a development team to launch a beta product.

### **Scandinavian Form & Design, UX/UI Design**

*(April 2021 - October 2021)*

Responsible for rebranding and building a new ecommerce website. Work includes collecting market research, analyzing user insights, conducting user testing, creating visual design elements, website building, product photography and implementation. Doubled conversion rate for new customers from 1.57 to 2.94%.

### **TechSoup, Product Implementation Specialist**

*(March 2021 - November 2023)*

Handle product creation, configuration, and catalog maintenance on TechSoup's ecommerce platform. Includes collaborating with project managers, & stakeholders, analyzing product information, updating domestic and global websites and database platforms in TechSoup's systems.

### **TechSoup, Quality Assurance Specialist**

*(June 2019 - March 2021)*

Create & maintain quality standards for the customer service department of 120+ accounts/ month. Implemented coaching techniques that improved the average QA score from 19 to 15 per customer service representative.

### **TechSoup, Qualification & Eligibility Specialist**

*(March 2017 - March 2021)*

Process & close 500+ tickets quarterly for escalated organization accounts. Sent surveys & conducted outreach to donation recipients regarding their organization.