Stockholm, Sweden
0709 82 92 51
hej@samuellie.se

Samuel Lie
Product/UX Designer

Experience

**Sep 2021 -
Oct 2024**

Senior Product Designer
Alva Labs

Led design work in multidisciplinary squad together with a Product Manager and Engineers. Planned, conducted and analzyed user interviews and usability tests. Engaged with stakeholders both externally and internally, such as Alva's management team.

Key projects:

- Designed a job marketplace from the ground up, growing it to 395,000 candidates, 300 monthly job postings, and 20 confirmed hires. Key steps included:
  - Created an optional consent onboarding flow Alva to store candidate data independently from our customers to enable candidates to be part of our job marketplace, achieving an 85-90% consent rate.
  - Designed an integration to automatically post jobs from customers' ATS systems to our job marketplace, increasing monthly job postings by 10,000%.
- In close collaboration with the support team we designed candidate-facing quality of life improvements, reducing weekly candidate support tickets by 38%.
- Collaborated with engineers to consolidate two parallel legacy design systems into one source of truth in production. Implemented design tokens that could be synced directly from Figma to the app repo on GitHub.

**Dec 2023 -
Mar 2024**

Interim Product Manager at Alva Labs
Alva Labs

Covered as a Product Manager during a colleague's paternity leave. Led the planning and execution of almost two quarters of work before the colleague returned.

**Mar 2019 -
Sep 2021**

UX Designer
Bontouch

Design Lead and UX Designer on apps for SEB Kort, Coop, Kronans Apotek, Taxi Stockholm and SkiStar. Conducted user interviews and user tests, and designed various solutions to identified needs.

Key projects:

- For SEB Kort:
  - Designed communication interface to present info with varying importance (e.g., bills, KYC requirements, ads) combining user needs and business goals.
  - Updated login and purchase verification to meet regulatory standards and optimize for high purchase verification conversion rate.
  - In collaboration with engineers developed a shared color and design system together with themes and tokens for more efficient design across apps with a unified codebase.
- For Coop we did a big project to analyze the grocery shopping needs of middle income families. We did both qualitative and quantitative research. I prepared both interviews and surveys. For the interviews we travelled to meet the families in person and interviewed them in their homes regarding their weekdays and needs around grocery shopping.
- For Kronans Apotek I did a study on how the app could work if we supported prescription renewal. A big part of the study was planning, conducting and analyzing interviews with people that regularly had long-term medicine prescriptions.
- Led the user research iniative where we booked 4 users every week so any team at Bontouch could interview or test their products with them. Managed to move this from an on-site to fully remote setting with success during COVID.
- Led another usability test initiative during an Accessibiltiy Awareness week. With help from specialized agencies and associations we booked user tests with users with varying degrees of vision, motor and cognitive function so we could better understand how they interacted with our products and what challenges they had while doing so.

2017 - 2018

UX Designer
Föreningshuset

Did both front-end development in React and design work. Designed and developed a design system and component library as well as designing and implementing those designs in React. Tested designs with users and iterated based on uncovered insights.

2015 - 2018

Front-end developer and consultant
Independent consultant

2014

Front-end developer
Novium Designbyrå

Education

2018 - 2019

Design Lead Programme
Hyper Island

2015

Human Computer Interaction
Uppsala University

2010 - 2013

Technological Science Programme
Berzeliusskolan