

Ulrika Andersson - UX design, user research, project leadership

2015-Current: Senior UX Designer at Lynda.com@LinkedIn

UX Design, User Research

- UX and visual design for Lynda.com: consumer and enterprise products
- prototyping -wireframes, mocks and functional prototypes
- diagrams and flows -system flows and user journeys
- design research -moderated and unmoderated user testing, card sorting, stimuli design, UX research reports

Select Projects:

Three major user research projects resulting in influential design recommendations, design of subscription cancellation flow resulting in 3% conversion improvement, a major design project projected to have great impact on business, shipping March 15th.

2013-February 2015: Senior UX Designer at Art.com

UX Design, User Research, Product Management

- UX design for e-commerce -web and iOS
- prototyping -wireframes, mocks and functional prototypes for user testing and stakeholder input
- diagrams and flows -user journeys
- design research -user testing and interviews, heuristic testing

Select Projects:

Custom Frame Studio (web), cross-brand Product Page (web), e-commerce Iphone app, home decor Ipad app, in-store retail Ipad app

2009-2013: Freelance Designer

Design Services for Businesses and Non-profits

- UX and visual design for large touchscreen and iOS
- print design for gallery graphic elements
- gallery design for user enjoyment and ADA compliance
- design research -user observation, creation of user metrics and research methods

Clients:

Chabot Space and Science Center, Kicker Studio, Maa Sweden

2000-2009: Exhibit Developer at Exploratorium

Exhibition Design, Interaction Design, NSF grant research

- exhibit R&D -design of new exhibit methods and topics
- design -design and fabrication of hands-on exhibit objects and environments
- user research: interviews, observation and data collection
- business development -grant writing for government agencies such as the NSF

Projects: NSF Seeing, NSF Listening, NSF Mind, Outdoors Exploratorium, PlayLab

Education

1998-2000 Master of Fine Arts, California College of Arts, SF, Ca

1995-1998 Bachelor of Fine Arts, San Francisco Art Institute, SF, Ca

Skills

Design

- Imaging and Prototyping: Sketch, Keynote, Invision App, Balsamiq, Gliffy
- Moving Images: Imovie, Quicktime
- Web: basic HTML and CSS
- Presentations: Public Speaking, Keynote and video Presentations

Design Research

moderated and unmoderated user testing, discussion guides, test plans, stimuli design, card sorting, UX research reports