

# Karro Olofsson

UX/ Product Designer

Stockholm, Sverige

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## Portfolio:

karro-olofsson.se

LinkedIn: [www.linkedin.com/in/karoolofsson](http://www.linkedin.com/in/karoolofsson)

## About Me

UX, UI, and Product designer with a background in education and nine years of experience working in people-centered and complex environments. I work with user research, concept development, and prototyping to design digital services and products that address real user needs.

My background has given me a strong ability to understand behaviors, facilitate dialogue, and navigate different perspectives within organizations. I thrive in cross-functional teams and in processes where user insights are translated into concrete design solutions.

## *Selected UX / Product Design Projects*

***Full case studies are available in my portfolio: [karro-olofsson.se](http://karro-olofsson.se)***

All projects were carried out in collaboration with external clients.

### **Digital Service for Gambling Addiction Support– UX / Product Design**

Client project | UX / Product Designer

- Led the UX process from research to concept development
- Conducted user interviews and mapped user journeys
- Developed information architecture, wireframes, and prototypes
- Designed an app concept combining behavioral support, progression, and community to support long-term gambling recovery

### **Idun Minerals – UX Strategy for Customer Growth**

Client project | UX / Product Designer

- Analyzed user behavior and market positioning in a competitive beauty market
- Identified barriers in the customer purchase journey related to premium pricing and limited physical availability
- Proposed three initiatives — starter kits, a refill system, and a loyalty program — to lower entry barriers and increase customer retention

### **AcadeMedia – UX/UI Design for a Digital Dialogue Tool**

Client project | UX/UI Designer

- Conducted in-depth interviews to understand barriers in group discussions around

sensitive topics

- Identified needs related to anonymity, accessibility, and participation in group dialogue
- Designed concepts, wireframes, and prototypes for a digital conversation tool
- Tested the solution with users and iterated a game-based tool to support inclusive dialogue in educational environments

### **Design**

UX Design  
UI Design  
Service Design  
Interaction Design  
Design Strategy

### **Methods**

User Interviews  
Customer Journeys / User Journey Mapping  
Information Architecture  
Wireframes  
Design principles

### **Tools**

Figma  
FigJam  
Miro  
HTML / CSS  
JavaScript (basic)

## **Education**

### **Experience Design (YH), Futuregames**

2024–2026 (ongoing)

### **Intercultural Preschool Teacher Education (210 credits)**

Södertörns högskola | 2011–2015

## **Work Experience**

### **Preschool Teacher**

Municipal and private preschools, Stockholm | 2015–2024

- Led and facilitated groups with participants from diverse backgrounds
- Observed behaviors and adapted activities to individual needs
- Collaborated with colleagues and parents on development and goals
- Worked in a goal-oriented way with evaluation and continuous development of activities

## **Union & Organizational Involvement**

Union Representative & Safety Delegate, *Sweden's Teachers Union* (2020–2024)

Board Member, *Swedish Teachers' Union, Academedia's National Division* (2018–2020)

Deputy Member, *Skarpnäck District Council* (2024 – present)

Member, *Social Committee, Skarpnäck District* (2024 – present)

Board Member, *Housing Cooperative* (May 2022 – June 2024)

Responsible for coordinating 5 courtyard groups and internal communication

## **References**

Available upon request