

Karro Olofsson

UX/Product Designer

Stockholm, Sverige

+46 736 85 06 57

karro.karro1990@gmail.com

Portfolio:

karro-olofsson.se

LinkedIn: www.linkedin.com/in/karroolofsson

About Me

UX/Product Designer with many years of experience in pedagogy with extensive experience in understanding people's needs, behaviours, and decision-making in complex environments. I have a strong ability to create alignment between user needs, business goals, and technical constraints.

I work with user research, information architecture, concept development, and prototyping to create digital products that deliver value for both users and the business. Where thoughtful design decisions shaped through collaboration and iteration.

Selected UX / Product Design Projects

Full case studies are available in my portfolio: 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

Skills

Design

UX design - Proficient
UI design - Proficient
Service design - Basic
Interaction design - Basic
Design strategi – Proficient
WCAG – Basic

Methods

Användarintervjuer - Proficient
Kundresor / User journey mapping - Proficient
Informationsarkitektur - Proficient
Wireframes - Proficient
Designprinciper – Proficient
User research - Proficient

Tools

Figma - Proficient
FigJam - Proficient
Miro - Proficient
html - Basic
css - Basic
Javascript – Basic
Google analytics – Proficient
AI verktyg - Proficient
Hotjar - Proficient
Matomo - Basic
Silktide - Proficient
Microsoft office - Expert
Vibe coding - Proficient
Affärsanalys - Proficient

Soft skills

Ledarskap - Expert
Leda workshop - Proficient
Analytics - Proficient
Test facilitating - Proficient
Designfacilitering - Proficient
Intressehantering - Proficient
Design storytelling - Proficient
Pedagogy - Expert

Language

Svenska - Native
Engelska - Fluent

Education

Experience Design (400 YH Credits)

Futuregames Higher Vocational Education | 2024–2026

Intercultural Preschool Teacher Education (210 Credits)

Södertörns Högskola | 2011–2015

Work Experience

UX/UI Designer

Gmbl-Insight (volontärt)

May 2026 – ongoing

- Collaborate with developers and the founder to improve the usability of the product
- Contribute a UX perspective by discussing user flows, features, and the overall user experience
- Provide ongoing feedback and recommendations based on user needs and product goals
- Contribute to the development of an early-stage digital product, working closely with developers throughout the design process

Preschool Teacher

Municipal and private preschools, Stockholm | 2015–2024, 2026 - ongoing

- 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

UX/Product Design Intern (LIA)

Stockholms universitet – Institutionen för Humanvetenskap

jan – maj 2026

- Conducted UX and accessibility analysis for digital platforms
- Worked with CMS systems, usability improvements, and user-centered design
- Contributed to data analysis and evaluation of digital user experiences
- Collaborated within a public sector/university environment

UX/Product Design Intern (LIA)

Isaberg förlag

jan – maj 2026

- Participated in the development of “Kärleksmetoden”
- Worked with UX concepts, usability testing, and design improvements
- Conducted research and contributed to user-centered product development
- Explored the relationship between data, research, and usability testing

Positions of Trust

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

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

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

References

Available upon request