Robin Håkansson

UX Designer

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SUMMARY

UX designer with 6+ years of experience in retail e-commerce, in-store self-service and internal systems, currently at Biltema. Joined a two-person UX team and have been the sole UX designer for the last 4 years, working with 20 developers and 5 product owners. As the sole designer, defined the UX role, built the design system and introduced the UX process the team still uses today, collaborating closely with the dev teams until each solution is live.

SKILLS

Methods: UX design, Interaction design, User research, Usability testing, Prototyping, Wireframing, Design systems, Conversion journey optimization

Tools: Figma, Adobe Creative Cloud, Claude, Google Analytics, Hotjar, Jira, Storybook, axe DevTools

Ways of working: UX process development, Developer hand-off, Design facilitation, Stakeholder collaboration, Project management

EXPERIENCE

UX Designer - Biltema Nordic Services, Helsingborg

Apr 2020 - present

Nordic retail chain with stores and webshops in Sweden, Norway, Finland and Denmark.

- Led design and rollout of the in-store self-service solution as both project manager and UX designer, now live in over 160 stores across 4 countries.
- Redesigned key webshop journeys, including navigation, shortening the path from landing to purchase and making products easier to find in a large assortment.
- Built the design system in Figma, used by 20 developers across 3 teams, and reworked developer hand-off, reducing back-and-forth on design details and improving delivery predictability.
- Established a research-to-release process, replacing ad hoc design requests, so design decisions are validated with data and usability testing before development.
- Built usability testing into the planning of every major project (5-8 internal and external users), so findings shaped scope and priorities before development started.

UX Designer - Adway, Gothenburg

May 2019 - Oct 2019

Adway provides data-driven talent acquisition across Europe.

- Streamlined the ad-to-application flow, reducing steps from 8 to 3.
- Added gamification to the job application flow with a progress bar and milestones. Doubled the share of applicants uploading both resume and cover letter, from 35% to 70%.

Lead Designer (part-time, alongside studies) - Detecht, Gothenburg

Apr 2018 - Jun 2019

Social platform for motorcyclists, combining automatic crash detection with route sharing.

- Designed the mobile app from early concept to a product with 20,000+ active users, covering UX, UI, branding and the website.

EDUCATION

Digital Designer (Higher Vocational Education), YRGO, Gothenburg 2017 - 2019

Bachelor of Science in Informatics, Kristianstad University 2013 - 2016

LANGUAGES

Swedish (native), English (professional working proficiency)