

CV

Ida Reimers – UX Designer

Work

- 2016.08– **Adore You, UX/Service Designer**
During the time I've been at Adore You my work has included concept development and ideation, user tests and research such as target analysis and market analysis. I've been responsible for the UX design in projects for Svenska dagbladet and Mekonomen.
- 2015.08– **DDB Stockholm, UX Designer**
2016.06 As part of my daily work I designed user flows, wireframes and prototypes for everything from forms and templates to full applications and webpages. I also took part in creating presentations, evaluations, analyzes and work with information architecture for clients such as Volkswagen, Svenska spel and The Swedish defence force.
- 2014.06– **Freelance, Web Designer**
2015.08 As a freelance web designer I've built and designed portfolios and a web shop.
- 2012.05– **Kentor, Interaction design intern**
2012.08 For Kentor I did a pilot study for a Stockholm County Council web platform that needed updates. The work included interviews and usertests, an analysis of the current system and a delivery consisting of a presentation and a document with suggestions for different future actions.

Knowledge and skills

Ideation and concept development	Business strategies
Information architecture	Web and mobile development
Evaluation methods	Responsive design
Requirements engineering	Workshops, participatory design
User testing and user research	Prototyping
	UI/Visual Design

Education

- 2014.08– **Mobile creative, Hyper Island YH**
2015.12
- 2011.08– **Bachelor program in Interaction design, Stockholm University**
2014.11
- 2010.09– **German, GLS Sprachenzentrum Berlin**
2010.12
- 2009.08– **Arts and crafts, Nyckelviksskolan**
2010.06
- 2008.08– **Form, Konstskolan i Stockholm**
2009.06
- 2007 **Graphic design, evening course, Berghs School of Communication**

Language

Swedish–mother tongue
English–fluently
German–basics

Tools

Axure
Invision
HTML/CSS/Java Script
Keynote
Sketch
Illustrator
Photoshop



About me

Born and raised in Stockholm, that is where my heart is. Even though I enjoy living in Stockholm I love travelling and exploring new places, both in Sweden and abroad. I've always had an interest for design and enjoyed working creatively. My plan was to work as a creative from the beginning but it wasn't given that I was going to end up in the digital field and become a UX Designer. It is however a choice I'm happy I've made because I feel that I have endless opportunities and there's always something new to learn. I find it both challenging and fun. Except design I also like literature, music, training and spending time with family and friends.

Contact

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