BARBORA GUSTAFSSON

UX/UI DESIGNER • USER RESEARCH • INTERACTION DESIGN

Uppsala, Sweden
Portfolio: barboragustafsson.com
Contact: +46 733984440 | barbora.gustafsson@gmail.com
LinkedIn: www.linkedin.com/in/barbora-gustafsson
GitHub: github.com/baragustay

PROFILE

UX/UI designer with **2+ years of experience** designing and improving digital products through research, testing, and iteration. Has a **healthcare background** that contributes to a deeper understanding of the crucial importance of accessibility and **inclusive design**. Committed to creating a world where digital experiences are enjoyable for everyone, with **accessibility-first thinking** as a foundation. Enjoys close **collaboration** with cross-functional **teams.**

EDUCATION

HÖGSKOLAN VÄST - WEBMASTER (120HP), GRADUATION JUNE 2026

Relevant studies include UX design, interaction design, user research methods, information architecture, accessibility, web development

HÖGSKOLAN DALARNA - CONTENT FOR SOCIAL MEDIA (15HP)

Digital communication, content strategy, audience analysis

UPPSALA UNIVERSITY - PHYSICAL THERAPY(180HP) - *UNFINISHED*

Clinical practice working with patients with diverse physical and cognitive abilities. Developed understanding of motor limitations, aging-related challenges, and empathetic user communication.Completed a bachelor's thesis involving data collection, structured analysis in Excel, and interpretation of statistically significant results.

SKILLS

UX RESEARCH & STRATEGY:

User interviews • Persona • Customer journey • Usability testing • A/B testing • Quantitative & qualitative research • Competitive research • Workshop facilitation • Information architecture

DESIGN & PROTOTYPING:

Interaction design • Wireframing • High-fidelity prototyping • Figma • Responsive design • Design systems • Visual hierarchy • Typography • Brand identity • Color theory • Client communication

ACCESSIBILITY & INCLUSIVE DESIGN:

Web Content Accessibility Guidelines (WCAG) compliance • Designing for diverse abilities • Cognitive load reduction • Motor skill considerations • Color contrast testing

TECHNICAL FOUNDATION:

Web security awareness • Data privacy and legal considerations • Ethical technology and AI curiosity • HTML • CSS • JavaScript • WordPress • Understanding of development constraints • Front-end implementation

PROFESSIONAL EXPERIENCE

UX/UI DESIGNER & RESEARCHER FREELANCE
JANUARY 2023 – PRESENT

KEY PROJECT: SOLIDHOMES PROPERTY MANAGEMENT
|(2025-2026)

- Stakeholder interviews, secondary user research, identified target audience
- Created personas, user journeys, and information architecture for bilingual website
- Designed complete brand identity including logo exploration (3 concepts), color system, and typography
- Led stakeholder through visual exercises to articulate brand positioning
- Designed and developed accessible, SEO-optimized website focused on clear messaging and trust
- Implemented WCAG-compliant design with focus on readability
- **Impact**: Established first professional online presence, created foundation for client acquisition

KEY PROJECT: MEMORY GAME FOR CHILDREN
(2025)

- Designed accessible game experience for children ages 3-8
- Conducted user testing with target age group, gathered qualitative feedback
- Created three difficulty levels based on testing insights to accommodate skill variations
- Implemented large touch targets and generous spacing to reduce mis-taps for young users
- Iterated based on observed user behaviour and frustration points
- **Key learning:** Importance of testing with actual users vs. assumptions

ADDITIONAL SKILLS:

Languages: Swedish (fluent), English (fluent), Czech (native)

Tools: Figma, Adobe Illustrator, Google Analytics, WordPress, Git/GitHub

Methods: Design thinking, Agile/Scrum familiarity, Iterative design, Data-driven decision making