

BARBORA GUSTAFSSON

UX/UI DIGITAL DESIGNER • FRONTEND DEVELOPER

Uppsala, Sweden

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PROFILE

UX/UI designer and frontend developer with 3.5 years of experience across user research, visual design, and full implementation. From discovery and user interviews to prototyping, testing, and shipped code. Healthcare background gives a genuine understanding of accessibility and inclusive design, not just as a guideline but as something that actually matters for real people. Used to working close to clients, motivating design decisions, and iterating based on feedback.

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) - *transitioned to design*

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.

PROFESSIONAL EXPERIENCE

DIGITAL & UX/UI DESIGNER, RESEARCHER, DEVELOPER
FREELANCE JANUARY 2023 - PRESENT (3 YEARS)

SPARK HACKATHON 2026 – Deloitte, WWF & AI Sweden Built Pan-da, a plant-based diet app, with a cross-functional team of five over 48 hours. Theme: sustainability and AI.

KEY PROJECT: PROMPTKEE | (2026)

- Identified friction through interviews with teachers unfamiliar with AI tools
- Designed and built a tool to structure prompt creation
- Focused on reducing cognitive load and improving clarity
- Currently testing with real users to evaluate usability

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

- Conducted stakeholder interviews and defined user needs
- Designed brand identity and full website structure
- Built accessible, SEO-optimized website
- **Impact: Established first professional online presence, created foundation for client**

acquisition

KEY PROJECT: MEMORY GAME FOR CHILDREN - ACCESSIBILITY & INTERACTION (2025)

- Designed accessible game experience for children ages 3-8
- Conducted user testing with target age group, gathered qualitative feedback
- Iterated based on observed user behaviour and frustration points
- **Key learning: Importance of testing with actual users vs. assumptions**

SKILLS

DESIGN & PROTOTYPING:

Brand identity • Typography • Color theory • Visual hierarchy • Design systems • Responsive design • Motion graphics • Wireframing • High-fidelity prototyping • Interaction design

UX RESEARCH & STRATEGY:

User interviews • Usability testing • Competitive research • Information architecture • Persona • Customer journey • A/B testing

TOOLS:

Figma • After Effects • Adobe Illustrator • Adobe Photoshop • WordPress • Git/GitHub • Google Analytics • Design thinking • Agile/Scrum familiarity • Iterative design • Data-driven decision making

ACCESSIBILITY & INCLUSIVE DESIGN:

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

TECHNICAL:

HTML • CSS • JavaScript • React • Front-end implementation • Web security • Data privacy and legal considerations • Ethical technology and AI curiosity

ADDITIONAL SKILLS:

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