

AMELIE CHRISTIANSEN

SUMMARY

I'm a multidisciplinary designer with a background in Cognitive Science and Sustainable Design. I work across digital products, services, and physical experiences, often on problems where behaviour, practical constraints, and multiple touchpoints need to be understood together. I tend to investigate where a system breaks before deciding what form the solution should take.

RELEVANT WORK EXPERIENCE

UX & Product Designer | Libego AB | 2026-Present, part-time

- Leading UX research and competitor analysis for a new AI-driven personal progress app, built from concept alongside one developer
- Defining product direction and core value proposition through ongoing market and behavioral research
- Developing brand identity and visual language, including logo design, for the app

Creative Lead & Multidisciplinary Designer | Freelance | 2024-2025

- Led discovery sessions to define the couple's needs and establish a clear creative direction.
- Created a shared identity system across typography, colour and layout, refining it through structured feedback.
- Delivered a cohesive identity across the website, digital invitations, printed materials, garments and event details, giving the full wedding experience a consistent expression that felt personal to the couple.

Interior Designer | Alta Resorts | 2023-2025

- Led the development of a cohesive interior direction across 18 guest cabins, based on client input and on-site evaluation.
- Created practical guidelines for layout, colour, textiles and artwork so the interiors could be maintained by changing seasonal staff.
- Worked within a limited budget by prioritising reuse, second-hand sourcing and targeted improvements over full renovations.
- Delivered a consistent cabin experience while working around ongoing campsite operations.

SELECTED DESIGN PROJECTS

Bodil | UX & Wayfinding Design

- Redesigned the journey from digital catalogue search to finding a physical book, combining an interactive map with colour-coded zones, symbols and shelf signage. In usability testing, all participants completed the assigned tasks.

Open Closet | UX Design, Bachelor's Thesis

- Designed and tested a 25-screen prototype for a peer-to-peer sharing service. All five participants completed the test tasks, and the prototype received a SUS score of 91.5.

Second Order | Design Strategy, Master's Thesis

- Developed a framework linking second-hand behaviour with substitution rate, lifecycle impact and rebound effects, giving organisations a clearer basis for assessing whether an initiative replaces new consumption or adds to it.

EDUCATION

MSc in Design | Linköpings Universitet | 2020-2022

BSc in Cognitive Science | Linköpings Universitet | 2017-2020

SKILLS

Research & strategy User research, behavioural analysis, problem framing, usability testing, systems mapping

Design Interaction design, service design, journey mapping, wireframing, prototyping

Tools & technology Figma, Adobe Creative Suite, Miro, HTML / CSS, Jira, Claude

Languages Swedish (native) English (working proficiency) Norwegian (working proficiency)