



Emily Sode

Creative Designer and Design Thinker

CONTACT

www.linkedin.com/emily-sode

emily.w.sode@gmail.com

+ 45 51 54 91 29

Denmark

EDUCATION

2016 - 2020

M.A. New Media Design and Production

Aalto University | Helsinki, Finland

Specialising in Service- and UX design. Minor in Creative Sustainability.

2014 - 2016

MSc. Digital Design and Communication

IT University | Copenhagen, Denmark

Specialising in Interaction design, co-creation, UX- and user-centred design.

COURSES

2024 - current

Professional Certificate in UI Design

UX Design Institute

Up-skilling with the latest UI design knowledge.

2024 - current

Building Design System in Figma from Scratch

Muhammad Ahsan Pervaiz

SUMMARY

I am a Service & UX designer with 3 years of experience in design research, user-centred design, and digital product development. My professional experience includes design work in both the private and public sector, in Denmark, Sweden, Finland, and the UK. As a person, I am a creative, thoughtful, and structured individual with a natural curiosity and empathy for others.

"I like to use design to tackle some of the complex problems we face today. I strive to always grow both as a designer and user whisperer."

EXPERIENCE

Service & UX Designer

2022 - 2023

Futurice Sweden AB, Stockholm

- Led the service design process in a 2 months Futurice Service Vision Sprint (double diamond process) with the goal of digitalising the investment processes of a large pension company.
- Designed a new mobile UI for Futurice Smileys remote team check-in tool.
- Co-led an UX enhancement project aiming to improve the user experience of futurice.com through user tests and interviews with internal stakeholders and external clients in three different countries.
- Assisted the in-house marketing teams with brand materials, sales slides, and visual social media content.

Results: Introduced paperless investment processes greatly reducing processing times and human errors • optimised futurice.com content to match recent strategy changes • clarified Futurice's service offering for new and existing clients.

User Researcher Consultant

2019 - 2020

City of Helsinki | OmaStadi budgeting game

- Evaluated Helsinki's OmaStadi budgeting game's impact on the overall inclusiveness of Helsinki's participatory budgeting.
- Conducted qualitative interviews with 5 civil servants, 1 designer, and 4 citizens to identify the game's impact on the first year of OmaStadi.
- Designed an evaluation framework with guidelines for how to plan, implement, and analyse further evaluation of the OmaStadi game.

Results: Played a major role in developing OmaStadi Budgeting Game 2.0 • collected previously scattered information into a clear readable format • supplied the City of Helsinki with tools for monitoring and evaluating future game versions.

SKILLS

Design

- Ethnography & user research
- Workshop facilitation & design games
- User journeys, service blueprints, user typologies, & personas
- Concept design & storytelling
- Agile design sprints & scrum
- Prototyping, wireframing, & user and usability testing
- Visual design, design systems, UI, branding, & marketing

Softwares

Adobe Creative Suite • Figma • Miro • Sketch • InVision • Flinto

Languages

Danish • Native
English • Fluent
Swedish / Norwegian • “ish”

INTERESTS

- Mixing sustainability and design
- Part of a network of 5500+ international-minded career women in Denmark
- Meeting new people and cultures
- Foodie with a passion for cooking experiments
- Proud owner of 58 anime characters in Genshin Impact (video game)

REFERENCES

Danish and international references can be given upon request.

Service Designer

2018

Finnish Ministry of Agriculture and Forestry | Exploration Areas

- Worked in a team of 5 designers with the goal of developing a brand new identity for Finland's five National Hiking Areas, branding them as Exploration Areas.
- Introduced new educational concepts for each Exploration Area in Finland, launching them as centres for research, ecology and education.
- Unified local stakeholders under one common purpose and provided visitors with a clear motivation for visiting the areas.

Results: Strengthened the collaboration between local stakeholders, visitors, and governmental officials • the project led to a proposal for the world's first Science National Park in Finland, creating up to 1000 new jobs in the area.

UX Designer

2018

ABB Finland | Redefining the experience of Drive Composer Pro

- Worked in a team of 3 designers to improve the usability of ABB's Drive Composer Pro software and to re-design ABB's software development process.
- Identified and defined 6 experience goals used to guide concept and prototype design.
- Led the UX evaluation, validation, and user testing of the prototype, making sure it was aligned with project goals.

Results: Overhauled the usability and accessibility of Drive Composer Pro • restructured and optimised ABB's software development process to be more user-centred.

Web Designer & Site Manager

2014-2016

Kulturmejeriet Langesø, Morud

- Developed a new visual identity for Kulturmejeriet Langesø
- Designed and developed the brand new kulturmejeriet.com website for desktop, tablet, and mobile using HTML, CSS and JavaScript.
- Managed and maintained the site, keeping it up to date with weekly content and press releases.

Results: Increased Kulturmejeriet Langesø's online visibility and footprint, transforming the old Rue Dairy into a centre for culture, ecology and health.

Visual Designer

2013

Comic Relief, London

- Designed and developed concept designs and visual assets (icons, illustrations, & images) for Comic Relief's 2013 Sports Relief campaign website.
- Supported internal communication with visual design elements (incl. e-mail and blog designs).

Results: Facilitated and drove positive change through the power of entertainment, breaking previous Sport Relief fundraising records.

emily soder

work

Hi I'm Emily, a service & ux designer based in Stockholm

