

REBECKA KJELLSTRÖM

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PROFILE

Interaction design student with a strong foundation in user research, prototyping, and design thinking, seeking a UX Designer role. Experienced in running independent, end-to-end design processes - from research through high-fidelity delivery - with a particular interest in user engagement and conversion optimization.

EDUCATION

MSc in Interaction Technology and Design - Umeå University 2021 - 2026 (*expected*)

- 300-credit programme in human-centered design and technology, including 112.5 hp specialized in design, alongside coursework in leadership (15 hp) and entrepreneurship (22.5 hp)
- Includes foundational coursework in programming (C, C#, Java, JavaScript, HTML, CSS)

SELECTED PROJECT

UX Research & Design - User Engagement Study - Thesis project with Plick *Spring 2026*

- Independently led an end-to-end UX research and design process applying the User Engagement Scale (UES) framework to study user engagement in a C2C shopping platform
- Conducted user interviews, surveys, and usability tests to inform design decisions
- Designed and prototyped features from low- to high-fidelity, delivering two feature concepts to the company

WORK EXPERIENCE

Front Desk Receptionist - IKSU Sports, Umeå *Autumn 2022 - Spring 2025*

- Provided customer service and administrative support in a fast-paced environment alongside full-time studies

SKILLS

Design tools: Figma, Adobe Illustrator, Adobe Photoshop

Methods: Design Thinking, Double Diamond, Agile, User Research (interviews, surveys, usability testing), Prototyping

Frameworks: User Engagement Scale (UES), Conversion Rate Optimization (CRO)

AWARDS & RECOGNITION

- Venture Cup Top 20, 2024 - recognized among Sweden's top 20 business ideas
- Best Pitch Award - awarded by course lead and industry entrepreneurs
- Best Feedback Award - peer-review course

LANGUAGES

Swedish (native) · English (fluent) · French (basic)