

# Amanda Borg

“Who is the user?”



## Summary

Hi, I'm a Senior Product UX Designer and Experience Lead with experience driving product strategy and user-centered design across complex digital products, mobile apps, and internal tools. I've owned UX end-to-end, from discovery and research through to stakeholder alignment and production. I work closely with product owners, engineers, and business leaders to shape what gets built and why. I bring a strong mix of strategic thinking and hands-on craft — from wireframes and prototypes in Figma to facilitating workshops and presenting to stakeholders. I'm experienced in cross-functional product teams within large organizations, bridging design, business goals, and user needs to move products forward.

## Skills

Mentoring & team development

Product discovery

Figma and prototyping

User research

Design thinking

Workshop facilitation

Stakeholder management

Requirement management

Accessibility

Adobe CC

Agile ways of working

Rapid AI prototyping

HTML/CSS

## Experience

### Product UX Designer · Ingka Group

November 2021 - Current

#### Expansion Tools

Working with complex internal digital products used by senior stakeholders such as project managers, project leaders, and investment leaders. Part of a cross-functional product team, contributing across discovery, research, prototyping, and delivery alongside product owners, engineers, and business stakeholders. • Owned and led UX work across multiple products, from early exploration through to production. • Conducted user research, interviews, and workshops to uncover user needs and define problems. • Translated research findings into insights, presentations and decision material for product team and senior stakeholders. • Designed complex user journeys, user flows, wireframes, and prototypes. • Drove iterative improvements on existing products through UX audits. • Facilitated sprint ceremonies and team collaboration sessions. • Collaborated closely with engineers during handover and implementation, ensuring design intent was carried through to delivery

Figma

Miro

Jira

Design systems

User research

Usability testing

Workshop facilitation

Stakeholder management

Agile/Scrum

## Lead Product UX Designer · Friends of Executive

October 2025 - December 2025

### FoE Appen

Defined the scope and roadmap for a new social event application. Facilitating discovery workshops with stakeholders to uncover business goals, user needs, and product direction. • Facilitated discovery workshops to understand how the application could support the company's business goals and user needs. • Defined and prioritised requirements for development based on research findings and business objectives. • Presented design concepts and recommendations to stakeholders, grounded in both user research and business goals.

Product discovery

Roadmap planning

Workshop facilitation

Requirements gathering

Stakeholder collaboration

Concept design

Mobile & web UX

## Lead Product UX Designer · Oatly

January 2023 - May 2023

### TicketTaker

Designed a web and mobile event application for Oatly employees and guests. Covering both the end-user experience and a CMS for administrators to manage events, ticket types, and registration forms. • Designed the application following and adapting established design guidelines • Collaborated closely with lead engineers to develop the concept under a tight deadline.

Figma

Wireframing & prototyping

User flows

Design system

Collaboration with engineers

Rapid concept design

## Lead Product UX Designer · J2 Sourcing

September 2022 - October 2022

### C3

Led the discovery phase for a platform migration project, facilitating workshops with stakeholders to define user needs, business goals, and priorities for moving to a modern platform. • Planned and facilitated workshops to map the current application, uncover user needs, and define the scope for a platform migration. • Acted as design lead and advisor to the UX designer responsible for wireframing, ensuring the design direction stayed aligned with user needs and business goals. • Provided ongoing guidance to developers throughout the project, bridging design intent and technical implementation.

Product discovery

Workshop facilitation

Design advisory

Requirements gathering

Stakeholder collaboration

Developer collaboration

## Experience Lead · GESHDO

November 2021 - Current

Responsible for leading UX practice and design culture across Geshdo, ensuring user-centered thinking is applied consistently across client projects and internal initiatives. • Defined internal UX competency frameworks and learning roadmaps, driving skill development and knowledge growth across the company. • Planned and delivered workshops and presentations on UX trends, best practices, and accessibility, including hands-on Figma sessions. • Led UX efforts on client projects, guiding developers and stakeholders toward user-centered solutions. • Mentored junior designers and interns, supporting their professional development and growth. • Designed and iterated on internal tools, including a time reporting tool.

UX strategy

UX leadership

Workshop facilitation

Mentoring

Figma

Accessibility

## Digital designer & Social Media Manager · Kvinnojouren Öresund

December 2020 - November 2021

Managed digital presence and content production for a non-profit women's organisation, while leading the development and design of two new websites. • Managed content across all social media platforms, including advertising and campaign planning. • Led the design and development of two websites for the organisation. • Coordinated events, sought sponsors, and contributed to merchandise creation and promotion.

Adobe Creative Cloud

Graphic design

Social media marketing

Event coordination

Web design

## Freelance designer

April 2019 - October 2021

Founded my own design company during my final year of studies, working with clients across marketing, brand identity, and web design. • Worked as a Digital Design Consultant at Media Evolution City, contributing to visual identity and web design for a regional EU-funded digital transformation initiative. • Designed websites for clients at Acme Gruppen, an advertising agency in Helsingborg. • Worked as a Graphic Designer at KOJA in Melbourne, specialising in packaging design, commercial print, and product photography.

Graphic design

Web design

Brand identity

Adobe Creative Cloud

## Education

### Bachelor degree in Media Technology

Malmö University · 2016 - 2019

A broad program covering user experience design, interaction design, graphic design, and programming — providing a strong foundation in both the design and technical aspects of digital product development.

### Media production

Ljud och Bildskolan · 2012 - 2015

## Certificates

### Product Owner Certification

2026

Agile Enterprise Coach

### Product Management: Mastering Product Roadmaps

2026

Udemy

### OKR Goal Setting A-Z: How To Set, Track & Achieve Goals

2026

Udemy

### Stakeholder Management

2026

Udemy

### Accessible design, the basics

2025

The A11Y Collective

|                                                        |             |
|--------------------------------------------------------|-------------|
| <b>WAI0.1x: Introduction to Web Accessibility</b>      | <b>2024</b> |
| W3C Web Accessibility Initiative                       |             |
| <b>Accessibility How to Design for All</b>             | <b>2025</b> |
| Interaction Design Foundation                          |             |
| <b>Design Thinking: The Ultimate Guide</b>             | <b>2023</b> |
| Interaction Design Foundation                          |             |
| <b>Conducting Usability Testing</b>                    | <b>2023</b> |
| Interaction Design Foundation                          |             |
| <b>Master Figma Course: From Beginner to Figma Pro</b> | <b>2023</b> |
| Figma                                                  |             |

## Languages

Swedish Native

English Advanced