LINA JOHANSSON

SENIOR PRODUCT DESIGNER

CONTACT

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- 📍 Currently in Sweden

SKILLS

Design Strategy	Agile Methodology
Marketing Design	Wireframing
Design Guidelines	Prototyping
Visual Design	Print Design
Brand Development	Typography
UX/UI Design	Color Theory
User Research	Illustration
Scope Requirements	Presentation Design

SOFTWARE

Adobe Creative	Code Editors
Sketch / Figma	FTP Clients
Abstract	Jira/Rally
InVision	Git Revision Control
Keynote	GA Analytics
Jekyll CMS	Basecamp/Asana
WordPress CMS	MS Office
HTML/CSS	Google Docs

EDUCATION

GRAPHIC DESIGN M.A.

SAVANNAH COLLEGE OF ART & DESIGN

2009-2011

ILLUSTRATION B.F.A

RHODE ISLAND SCHOOL OF DESIGN

2002-2006

HELLO!

I'm a seasoned Senior Designer with a passion for creating exceptional products. I love exploring the intersection of design and technology, and occasionally daydream about designing starships. With a track record of building beautiful and functional products, I'm a true dreamer and doer. Let's build something great together!

WORK EXPERIENCE

SENIOR PRODUCT DESIGNER

USAA (contracted via Aquent)   2021-2022

- Spearheaded the design development of a new issue management portal, seamlessly integrated across all divisions at USAA.
- Led and facilitated workshops and design critiques with cross-functional teams of 20+ members to define the future-state workflow and product features.
- Collaborated closely with the engineering team to ensure design system implementation, accessibility notes, and design hand-off guidelines.
- Managed a team of junior designers, fostering design consistency across the entire portal.
- Served as the primary point of contact for all user interface-related queries, including accessibility, behavior, patterns, and design.

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Microsoft (contracted via Aquent)   2020-2021

- Standardized and updated the team's component library, aligning it with the "One Microsoft" Fluent UI design system.
- Expanded the design system to include dark mode and high-contrast color modes for better accessibility.
- Designed and delivered low- to high-fidelity designs for a new enterprise B2B support experience.
- Ensured consistency across mobile, tablet, and web browser experiences by reconciling the final workflows.

PRODUCT DESIGNER

DocuSign (contracted via Aquent)   2020

- Oversaw the redesign of Developer Tools marketing and content pages for web, tablet, and mobile devices.
- Contributed UI components to the DocuSign design system, named Mink.
- Aligned landing pages with DocuSign's branding and visual strategy.
- Mentored junior designers on the best practices for responsive web design.

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LANGUAGES

English

Swedish

Spanish

PAST CLIENTS

- USAA
- Microsoft
- DocuSign
- SVB
- Citi Bank
- JP Morgan Chase
- Chick-fil-A
- Coca-Cola
- Home Depot
- Hanes

WORK EXPERIENCE (CONT)

SENIOR UX/UI DESIGNER

InvestCloud   2018-2020

- Championed the implementation of a company-wide design system, ensuring consistency across all products.
- Created data-driven, high-fidelity designs that supported and extended clients' brand and user experience.
- Designed financial web portals that promoted usability and drove user engagement.
- Designed for large well-known clients; CitiBank, SVB, and Chase
- Developed multi-step onboarding and training flows to help new customers learn how their financial portals worked.

SENIOR VISUAL DESIGNER

DreamHost   2013-2018

- Sole marketing designer for all Cloud-based hosting products; VPS, Dedicated, and Cloud Hosting
- Promoted to Senior Visual Designer in May 2016 for championing lead design roles for brand compliance and design consistency.
- Led the redesign of the homepage, blog, and affiliate page to meet higher customer acquisition goals.
- Managed projects from concept to final code implementation, working within agile development methodology.
- Supported the rollout of the full company rebrand in 2014, including the company logo, colors, website, event booth and all print collateral.

FOUNDER

CommonMarker   2017-2022

- Designed and built a data web platform that saved 20% of paper used on film sets, resulting in savings of $17,500 per average feature film.
- Founded a company that creates and distributes high-quality, digital, and consistent production documents, saving time on set.
- Managed messaging across all marketing channels, including the company website, Google AdWords, social media, and industry websites.
- Worked hands-on with development teams, company consultants, and interns to develop the platform.
- Launched a virtual film festival promoting storytelling worldwide, with 160 signups from 83 different countries.