

Ida Roslund

Senior product designer for money apps people trust

Stockholm, Sweden hello@idaroslund.com idaroslund.com Open to senior roles from November

Seven years designing products where a wrong tap costs someone time or money: savings, deliveries and clinic bookings. I lead with research that ends in a number and specs that end in a decision.

EXPERIENCE

2024 to now	Sparvik Bank, Stockholm Senior product designer, savings app and the shared design system - Cut onboarding drop-off from 41% to 23% by moving the ID check after the first deposit. - Merged three apps' components into one system used by 14 designers and 40 engineers.
2022 to 2024	Rutby, Stockholm Product designer, then senior. Dispatch and driver tools for 1,200 drivers - Raised on-time deliveries from 88% to 96% with a ranked list of routes at risk. - Redesigned the driver app around one action: Arrived.
2020 to 2022	Vardnet, Gothenburg Product designer, patient app for 40 clinics Cut booking from 9 taps to 3; no-shows fell 30% in the first quarter.
2019 to 2020	Brask & Holm, Gothenburg Junior designer. Websites and apps for small Swedish brands

SKILLS

Product design for regulated flows
Research synthesis and funnel analysis
Design systems and documentation
Interface writing and specs
Prototyping with AI agents in Framer

DETAILS

Tools Figma, Framer, ProtoPie, Maze, Dovetail
Languages Swedish, English, conversational German
Education BA in Interaction Design, 2016 to 2019
Speaking Trust is a feature, Stockholm Design Week 2026