

Mara Lindqvist

mara@lindqvist.design · linkedin.com/in/example

Product designer in fintech and health with seven years of experience. I turn messy flows into ones people finish, and I measure whether they do.

EXPERIENCE	v4.0	Senior Product Designer, Pulse Health	2024–now
	v3.0	Product Designer (contract), Kelp Payroll · Harbour Insurance	2023–2024
	v2.0	Product Designer, Northwind Bank	2021–2023
	v1.0	UX Designer, Brightside Studio (agency)	2019–2021
SELECTED RESULTS			
Checkout redesign, Northwind Bank: checkout drop-off down 32%.			
Symptom check-in, Pulse Health: weekly check-ins up 41%.			
Kelp design system: 14 button styles reduced to 3.			
Driver onboarding, Fleetly (at Brightside): days to first trip from 6 to 2.			
SKILLS			
User research, prototyping, interaction design, design systems, accessibility (WCAG 2.1), usability testing, workshop facilitation.			
TOOLS			
Figma, FigJam, Framer, Maze, Dovetail, Notion, Jira.			
EDUCATION	MSc Interaction Design, a university in Sweden		2016–2018
	BA Graphic Design, an art school		2013–2016