

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

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

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

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

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

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

Languages

Swedish Native

English Advanced