

# Micke Alm



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**Portfolio**  
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Proven product design consultant with experience across sectors including tech, banking, and consumer services. Having worked both as a full-time employee and a freelancer on short- and long-term projects, I deliver thorough results that align business goals with user needs. My greatest strengths are my problem-solving abilities, creativity, an easygoing nature that fosters collaboration and trust within teams, and a keen ability to quickly grasp the big picture while ensuring the finer details are executed with precision.

## Skills and methods

User Research  
Prototyping  
Ideation  
Wireframing  
Interaction design  
UI design  
Design systems  
Product strategy  
Microcopy

Design thinking  
Double Diamond Framework  
Persona mapping  
User journeys  
User journey mapping  
Design studios  
Usability testing  
Workshop facilitation  
Customer support

Figma  
Sketch  
Adobe Creative Suite  
Axure  
Miro  
HTML  
CSS

## Experience



### Head of Experience

Fintech

Steven 2021 – 2025

- Held end-to-end ownership of the user experience and design of the app
- Developed and implemented GDPR-compliant research operations, streamlining user recruitment and facilitating efficient Discovery-to-Validation processes
- Conducted in-depth user research and developed actionable personas, influencing product strategy
- Designed and launched a new Mastercard, successfully achieving Apple Pay Labs certification
- Built a Design System to support development and marketing team, while also designing and validating new features.
- Quadrupled monthly active users
- Reached #1 in App Store Finance segment

[See portfolio case](#)



### Senior UX designer

Fintech

Stabelo 2021

- Re-engineered internal systems, improving operational efficiency and freeing up a full working day per week for the C-suite
- Developed a Material Design-based design system, ensuring consistency and efficiency across all internal tools

[See portfolio case](#)



### Senior UX designer & Coach

Fintech

SEB 2020 – 2021

- Mentored UX Lead on user-centric practices and strategic stakeholder engagement
- Designed PSD2 onboarding and upgrade journeys for SAS Eurobonus Mastercard app
- Re-branded SAS Eurobonus Mastercard site
- Improved conversion and design for Eurocard site
- Helped design and deliver Spendwise loan application site

[See portfolio case](#)



### Senior UX designer & Project manager

Fintech

Transfer Galaxy 2020

- Facilitated requirement gathering with User Story Mapping, ensuring alignment with business and user needs
- Designed a new banking teller portal with accompanying admin system
- Managed end-to-end development, acting as the primary liaison between engineering and management

[See portfolio case](#)



### Product Design Lead

Medtech

Mindler 2019 – 2020

- Enhanced overall app user experience, implementing design improvements based on user feedback
- Led Discovery and design work on new chat-based system



### UX Manager

iGaming

Mr Green 2018 – 2019

- Led a team of 4 designers
- Responsible for implementation of new player safety regulations across all products
- Built and implemented a new design system across all products
- Implemented user research and validation into design practices



### UX designer

Martech

Episerver (Optimizely) 2011 – 2018

- Created and prototyped key interaction patterns, forming the foundation of the new CMS product, which became a market leader
- Contributed to the design of the e-commerce product, enhancing user workflows and usability
- Helped design the search product
- Developed and maintained the developer style guide, ensuring consistency and best practices across teams

## Education

### Design Thinking

Interaction Design Foundation, 2019

### Conducting Usability Testing

Interaction Design Foundation, 2019

### UX Management

Interaction Design Foundation, 2018

### MRG Academy Leadership Diploma

Mr Green, 2018