Rana Naser

UX/UI Designer · Digital & Spatial Experience · Figma Expert · WCAG Specialist

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PROFILE

UX/UI Designer with 20+ years of experience designing complex environments — digital and physical. I combine expert Figma proficiency and deep knowledge of UX research, accessibility (WCAG 2.1/2.2), and agile methodologies with a rare background in spatial and architectural design. Having delivered 19 mission-critical healthcare facilities and €80M+ urban masterplans, I bring an unusually strong instinct for user flow, systems thinking, and designing experiences that are intuitive, inclusive, and built to perform under real-world conditions. I thrive in cross-functional teams, turning complex requirements into clear, elegant, user-centred solutions across digital platforms, products, and services.

SKILLS & TOOLS

UX Design: Figma (Expert), FigJam, Wireframing, Lo-fi & Hi-fi Prototypes, Animated Prototypes, Design Systems, Copywriting

UX Research: Usability Testing, A/B Testing, User Interviews, Persona Creation, Competitor Analysis, Data-Driven Iteration

AI & Emerging: Figma Make, AI for Productivity (Univ. Helsinki) — actively integrating AI tooling into design workflows

Methodology: Agile (SAFe / Scrum), Design Thinking, Cross-functional Collaboration, Stakeholder Presentations

Accessibility: WCAG 2.1 / 2.2 Specialist — digital inclusion, B2C accessibility audits, inclusive design

Spatial/AEC: Revit (BIM), AutoCAD, ArcGIS, Adobe Creative Cloud

UX & DESIGN EXPERIENCE

Project Manager — Brand & UX | *Tech Fleet (USA / Remote)* | Oct 2024 – Apr 2025

- **Led cross-functional agile sprints** (Design, Engineering, Product) to build scalable design systems from concept to delivery.
- **Drove UX strategy and brand consistency** across multiple product touchpoints; mentored junior designers through the full UX process.
- **Translated product and business requirements** into clear, actionable UX briefs — ensuring design decisions aligned with both user needs and business goals.

UX Designer & Accessibility Expert | *ValueAdd Solutions AB (Sweden / Remote)* | Oct 2024 – Feb 2025

- **Conducted end-to-end WCAG 2.1/2.2 assessments** for B2C platforms and redesigned user flows to meet inclusion standards.
- **Designed high-fidelity, interactive Figma prototypes,** optimising for usability, clarity, and seamless user experience across digital touchpoints.

UI/UX Designer | *Landell Games AB (Sweden / Remote)* | Oct – Dec 2024

- **Optimised user interfaces** for a fast-paced digital product in Unity, conducting UX research to improve engagement and interface clarity.
- **Delivered pixel-perfect UI designs,** collaborating closely with developers on technical constraints, implementation, and performance.
- **Conducted user behaviour analysis** to iterate on UI flows and validate design decisions through research-driven methods.

UX Researcher | *Tech Leap (USA / Remote)* | May – Jun 2024

- **Designed and validated a SaaS MVP** through hypothesis-driven user research, agile iterations, and usability testing with real users.
- **Turned raw user data into actionable design decisions,** working closely with product managers and stakeholders to prioritise improvements.

Brand & UX Designer | *Action Talk (Sweden)* | Feb – Jun 2024

- **Designed a mental health platform** from scratch — user flows, navigation architecture, appointment booking, and accessibility — all grounded in user research.

UX/UI Designer & Researcher (Certification Project) | *CareerFoundry (Germany / Remote)* | Dec 2022 – Oct 2023

- **Completed an end-to-end evidence-based UX project:** research, wireframes, A/B testing, prototyping, and WCAG compliance in a structured critique-driven programme.

SPATIAL DESIGN & PROJECT LEADERSHIP

Senior Project Lead | *Skyhill AB / TOL Arkitekter / Liljestrand Group* | 2018 – 2022 | Stockholm, Sweden

- **Led design and structural delivery of complex public-sector projects,** managing multidisciplinary teams and acting as the primary stakeholder liaison.

Mathematics & Art Teacher | *Stockholm Schools* | 2014 – 2017 | Stockholm, Sweden

- **Teaching & Communication:** Taught Mathematics and Art at elementary and middle school level, developing a strong ability to break down complex concepts and communicate clearly to diverse audiences — directly applicable to UX research synthesis, stakeholder presentations, and design critiques.

Urban Planner & Lead Consultant | *International Infrastructure* | 2011 – 2013

- **Directed €80M+ regional masterplanning programmes,** coordinating across procurement, transport, utilities, and socio-economic impact — large-scale systems thinking.

Senior Architectural Lead — Mission-Critical Facilities | *International* | 2001 – 2011

- **Delivered 19 high-specification healthcare facilities** (hospitals, labs) — environments demanding extreme precision in spatial UX, user flow, and zero-failure system design.

EDUCATION

UX/UI Design & Research Certificate — CareerFoundry, Germany (2023)
MSc Urban & Regional Planning — University of Baghdad (2009)
BSc Architectural Engineering — University of Derna (2001)

Certifications: Scrum Master · Jira Management · AI for Productivity (Univ. Helsinki) · HTML/CSS/JS · Microsoft 365 · Byggakademin Certified PM (Sweden)

LANGUAGES

English C2   **Swedish** C2   **Arabic** Native   **Italian** Basic (actively learning)

EU Citizen — immediate right to work in Sweden and across all EU/EEA countries.