

# EMILY SODE / Service and UX Designer

I like to use design to tackle some of the complex problems we face today. As a designer, exploring hidden connections in the systems that surrounds us helps me reimagine the ways we can interact with the world. Through my empathy for others, I strive to grow day by day both as a designer and listener.

## EXPERIENCE

### Futurice Sweden AB / Full time

*Service & UX Designer* | 05 / 2022 - 04 / 2023

Design research, user centric development, planning and implementation of digital design and product development.

### Comic Relief (CR), London / Full Time

*Visual design intern* | 07 / 2013 - 12 / 2013

Web design, concept design, e-mail design, icons & illustrations, and other visual assets.

## PROJECTS

### Futurice Sweden AB / Futurice.com UX enhancement project

*Service & UX Designer* | 01 / 2023 - 03 / 2023

User research, interviews, and production of visual design assets using Futurice's design system.

### Futurice Sweden AB / Futur Pension

*Service & UX Designer* | 05 / 2022 - 07 / 2022

Futurice Service Vision Sprint & new MVP product development.

### Futurice Sweden AB / Smileys Remote Tool

*UX / UI Designer* | 09 / 2022 - 11 / 2022

Digital product design for new product development for desktop and mobile.

### Finnish Ministry of Agriculture and Forestry & Aalto University / Exploration Areas

*Service Designer* | 02 / 2018 - 06 / 2018

Collaboration with the ministry & Metsähallitus to find a solution that address the potential of Finnish Hiking areas.

### ABB & Aalto University / Redefining the experience of Drive Composer Pro

*Experience designer* | 02 / 2017 - 05 / 2017

Experiential redesign of ABB's Drive Composer Pro software, and a re-design of ABB's software development process.

## CONTACT

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## EDUCATION

### Aalto University / Helsinki, Finland

09 / 2016 - 2020

Master in New Media Design and Production, focusing on service design and co-design. Minor in Creative Sustainability.

### IT University (ITU) / Copenhagen, Denmark

2014 - 2016

Master in Digital Design and Communication, focusing on interaction design and user-centred design.

### University College Lillebaelt / Odense, Denmark

2010 - 2013

BA in Multimedia Design & E-Concept Development.

## SKILLS

### Design methods

User interviews  
Ethnographic methods  
Workshop facilitation  
Design games  
Stakeholder mapping  
Service blueprinting  
Journey mapping  
Systems thinking  
Visual sense-making  
Personas  
Storytelling

Concept design  
Design sprints  
Prototyping & wireframing  
User testing  
Usability testing  
UX & visual design  
Design systems

### Softwares

Adobe Creative Suite  
Figma  
Sketch  
InVision  
Flinto