




DANIELA WALLBERG

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UX/UI Designer

 www.UXcellentdesign.com

 [Daniela Wallberg](#)

Summary

UX/UI Design: Successfully completed multiple projects as the sole person responsible for both the UX process and UI design, consistently delivering results that fully met client expectations and received praise.

UX Research: All projects have been initiated with UX research, including interviews, surveys, concept models, and evaluations, in order to meet usability goals and enhance the user experience.

Project Management: Acted as project manager in projects, serving as the link between clients and developers to support and facilitate their work.

Skills

- Interaction design
- UX Research
- User Interface
- Wireframing/Prototyping
 - Figma, Balsamiq, Axure
- Project Management
- Sales
- HTML/CSS
- Javascript / React
- WordPress/Shopify

Work Experience

Nordic Fulfillment AB | 2023-Ongoing

UX/UI Designer Consultant

Nordicbangers.com -Swedish Candy & Food E-commerce Website

Goal: The client requested a playful and innovative design to reflect the uniqueness of the products, with full mobile optimization. I was also responsible for managing product data within Shopify.

Process: The design process included user interviews, surveys, concept modeling, wireframing/prototyping, information architecture, content production, and organizing product data in Shopify.

Nordicwallprint.com - AI Poster Webshop Concept

Goal: develop a concept for a website selling AI-generated posters with a Scandinavian-style and distinct edge to make it stand out. Users emphasized the importance of simplicity and minimalism, with a strong preference for transparency and honesty.

Process: The project began with UX research including user surveys, concept modeling, moodboards, and personas. This was followed by wireframing & prototyping. I also served as the project lead throughout the entire process.

Ammizing Consulting | June 2024 -July 2024

Web Designer – Consultant

Goal: Refresh and modernize the client's previous website, which primarily consisted of contact details and brief background information, to better reflect her professional identity and services.

Process: Designed and implemented a WordPress website with a strong emphasis on user experience, clear content structure, and foundational technical setup.

Start-up | 2023 - Ongoing

UX/UI Designer & Project Manager – App Development (ongoing)

Goal: Develop a mobile app focused on cooking and grocery planning.

Process: Currently in a concept refinement phase. Initially responsible for the full design process—from user surveys and concept modeling to wireframing, prototyping, and UI design—while also leading the project.

Hi3G Access AB | 2018-2022

Store Salesperson

Responsible for selling technology products as well as handling service inquiries. Focused on customer interaction and creating a positive customer experience