DANIELA WALLBERG

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Daniela Wallberg

Core Competencies

- Profisee (Certified) / MDM
- UX Research & Prototyping
- Usability Testing
- UI Design
- Web Design
- System Configuration
- Technical Coordination
- Project Management
- Power BI
- HTML / CSS
- No-Code Development
- Agile Methodologies

Summary

I bring several years of experience in UX/UI design, combined with work in Master Data Management using Profisee. I have a structured approach and a strong drive to create value at the intersection of technology, data, and user experience. I am accustomed to taking ownership of projects, coordinating across roles, and ensuring that solutions are technically sustainable, data-driven, and user-friendly over time.

Education

University of Skövde, Aug 2022-June 2025

Bachelor's Degree
Information Technology – UX Design

Thesis – Manipulative Design: Psychological and Physiological Effects of Dark Design Patterns

The study examined how dark design patterns in e-commerce affect users psychologically and physiologically. Participants reactions were measured through observations, surveys, semi-structured interviews and pulse monitoring. The results indicated increased frustration, reduced decision satisfaction and signs of physiological impact when exposed to dark patterns.

Certifications

Profisee LP1-LP7 Partner Consultant Certified

Experience

Profisee consultant & UX Designer
Jan 2026 - Ongoing

Ammizing Consulting, Skövde, Sverige

Working with the Profisee platform to support and optimize Master Data Management initiatives, ensuring that business-critical data is structured, governed and accessible in a reliable way. Contributing to both the functional configuration of the platform and the overall user experience within internal environments, making sure systems are intuitive, consistent and aligned with business needs.

Supporting daily operations, manage cases and continuously analyze workflows to identify opportunities for improvement. The work combines system administration, data governance, usability optimization and process enhancement.

- Configuration and administration of the Profisee platform
- Supporting Master Data Management (MDM) processes and data governance practices
- UX design and usability improvements within internal systems
- User support and structured case handling
- Analysis and optimization of workflows and data structures
- Continuous improvement of entities, attributes and overall platform configuration

Web Designer - NordicFullfillment
Feb 2023 - Jan 2026

Nordic Fulfillment Group, Skövde, Sverige

Responsible for designing and developing a corporate website aimed at clearly communicating the company's services, value proposition and brand identity. The objective was to create a structured, trustworthy and conversion-oriented digital presence where visitors can easily navigate, understand the offering and take action.

From early concept and information architecture to final launch, I managed the project independently, ensuring alignment between business goals, user needs and visual identity. The work included UX strategy, interface design and full website production, with a strong focus on clarity, responsiveness and usability across devices.

- UX and UI design in Figma (structure, wireframes and visual design)
- Information architecture and content structuring
- Full website production in Wix Studio
- Responsive design optimization for desktop and mobile
- Independent project management from concept to launch
- Ensuring usability, clarity and consistent brand presentation

UX/UI Designer & Project Manager
Feb 2023 - Jan 2026

Nordic Fulfillment Group, Skövde, Sverige

I have led and contributed to a range of digital initiatives, including corporate websites, e-commerce solutions and application interfaces, where the goal has consistently been to translate business objectives into clear, structured and user-centered digital experiences.

A strong focus on information architecture and usability. By structuring content and flows in a logical and intuitive way, I ensure that users can quickly understand the offering, navigate with confidence and complete their intended actions without friction. At the same time, I align visual identity, interaction design and technical constraints to create scalable and consistent solutions.

In several projects, I have taken on full project ownership, managing scope, timelines and stakeholder communication while balancing design quality with practical implementation. This has required close collaboration, structured decision-making and the ability to translate complex requirements into clear and actionable design solutions.

- UX research, user flows and information architecture
- Wireframing, prototyping and UI design in Figma
- Concept modeling and moodboards
- E-commerce structure and customer journey optimization
- Corporate website development and content structuring
- App interface design and usability improvements
- Full website production (Wix Studio / WordPress)
- Responsive design and accessibility considerations
- Independent project management from concept to launch
- Stakeholder communication and requirement translation

Web Designer
June 2024 - Aug 2024

Ammizing Consulting, Skövde, Sverige

Responsible for the redesign and modernization of a client's existing website to better reflect her professional profile and services.

- UX analysis and content restructuring
- Design and implementation in WordPress
- Improvement of information architecture and user flows
- Visual updates and interface modernization
- Technical configuration and system setup

Retail Sales Advisor
Aug 2018 - June 2022

Hi3G Access AB, Skövde, Sweden

Worked with a focus on technology and mobile solutions, with strong involvement in customer support and technical advisory. Assisted customers with purchase decisions, technical inquiries, installations, and troubleshooting to ensure a seamless digital and in-store experience.

- Technical support and troubleshooting of devices and services
- Installation and configuration of mobile phones, subscriptions, and accessories
- Advisory on digital solutions and product selection
- Handling service cases and customer inquiries