



Sanna Olsson

DIGITAL DESIGN · UX · INTERACTION DESIGN

Malmö, Sweden | sannamalolsson@gmail.com | +46 70 181 42 11 | [LinkedIn](#) | [Portfolio](#)

PROFILE

Final-year Digital Design student with a professional background in e-commerce, digital customer experience and communication. Interested in the intersection of people, design and technology, with experience in user-centred design, interaction design and data-driven digital improvement.

DESIGN SKILLS

User-Centred Design
Interaction Design
User Research
Usability Testing
Wireframing & Prototyping
Digital Accessibility
Visual Design

TOOLS

Figma
Adobe Creative Cloud
Google Analytics
Hotjar & Microsoft Clarity
Dynamics 365 · PIM · Syndigo

LANGUAGES

Swedish — Native
English — Good working proficiency
Danish — Developing

AVAILABILITY

Student position alongside final-year studies.
Internship: Nov 2026 – Jan 2027

EDUCATION

Bachelor's Programme in Digital Design

Kristianstad University · Sep 2024 – Jun 2027 (expected)

- UX, interaction design, user research, prototyping, usability testing, accessibility and visual communication.

Graphic Design & Universal Design of Digital Accessibility — 15 ECTS

Mid Sweden University · Spring 2024

- Web design, user testing, accessibility and inclusive design methods.

Marketing — 7.5 ECTS

Mälardalen University · Spring 2024

- Branding, marketing fundamentals and digital communication.

SELECTED PROJECTS

Granngården — E-commerce UX Improvements

UX Research · User Behaviour · E-commerce

- Identified friction in real customer journeys using customer feedback, Hotjar and Microsoft Clarity, and developed data-driven UX improvements for the e-commerce experience.

Icon-Based Verification Flow

UX/UI · Accessibility · Prototyping

- Designed an accessible onboarding flow through research, wireframing and interactive prototyping in Figma; tested with users and iterated the design based on feedback.

View selected work → [sannaolsson.se](#)

EXPERIENCE

E-commerce Content Editor — Granngården, Malmö

Oct 2025 – Mar 2026

- Managed and structured digital product content in PIM systems.
- Used Google Analytics, Hotjar and Microsoft Clarity to identify opportunities to improve content and customer experience.

Graduation: June 2027
Goal: Full-time role after graduation.

- Worked with SEO, reviews and product Q&A to surface customer needs and improve findability.

Product Coordinator — Granngården, Malmö

Mar 2025 – Aug 2025

- Coordinated product data, price adjustments and discrepancies in Dynamics 365 and Syndigo.
- Collaborated across functions to maintain accurate digital information and smooth processes.

Social Media Coordinator — INR, Malmö

Sep 2023 – May 2025 · Part-time

- Managed digital customer dialogue across Nordic social channels and adapted communication to different audiences.
- Researched creators and potential collaboration partners.

Customer Service & Service Coordinator — Granngården

Mar 2019 – Feb 2025

- Owned customer cases from first contact through resolution and follow-up.
- Coordinated across internal teams and external partners, building strong experience in customer needs, problem-solving and stakeholder communication.