


Madeleine Lätti Elsener

Product (UX, UI)

Designer & Researcher

Coming from a blend of Scandinavian and Asian roots, I apply design principles centered on harmonizing the intricacies of diverse human experiences. As a data-driven holistic designer, I combine data-derived insights, behaviour analytics, and sentiment analysis to drive informed decision-making and design choices. My mission is to design for humans; their interactions; their lifestyles, and their experiences.

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Swedish 

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LANGUAGES

English – Fluent
Swedish - Colloquial

SKILLS

Product Design
UI Design
UX Design
User Research
Trend Analysis
Forecasting
Sustainable UX
Service Blueprint
Journey Mapping
Data Infographics
Research Methodology
Design Innovation Methodology
Design Thinking
Market Research / Benchmarking
Digital Platform Auditing

TOOLS

Figma
Adobe InDesign
Adobe Photoshop
Microsoft Programs
SketchUp
Adobe Illustrator
AutoCAD

DRIVING

Swedish Manual AM/B License
UAE Driving License

EXPERIENCE

Product Designer & Researcher (UX, UI) / Stelios Digital

September 2023 – Current (Remote)

- Focusing on projects with sustainable concepts
- Leading UX, UI design projects with a strong emphasis on user-centric principles.
- Conducting comprehensive user research to identify pain points, needs and preferences.
- Applying human-centered design methodologies to create intuitive and engaging user experiences.
- Working closely with clients to understand business goals and align design strategies accordingly.

Junior Product Designer (UX, UI) / OUNASS, Al Tayer Insignia LLC

August 2022 – September 2023 (Dubai, United Arab Emirates)

- Collaborated with lead product designers, strategists, and developers.
- Conducted user data analysis, user interviews, user usability prototype testing and developed user surveys.
- Created wireframes, flow diagrams, storyboards and high-fidelity working prototypes using data-driven research and applied design thinking.
- Analyzed the product and user research to promote growth for customers and the business, most notably user data analysis to enhance Search & Discoverability on the platform.
- Ideated solutions through research activities, defining pain points, needs, user feedback, benchmarking, and business requirements.
- Designed data infographic presentations to present UX, UI Research & Designs to stakeholders.
- Use of Figma, Zeplin, Tableau and Jira.
- Consistently maintaining a structured design system and component libraries aligned with brand guidelines.

Designer / Studio Lykos & Lykos Living

April 2019 – August 2022 (Dubai, United Arab Emirates)

- 20+ Retail, Residential & Commercial Projects entire scope (Interior, Spatial and UX)
- Designed retail visual merchandising displays and marketing photoshoots with UX Market Research and trend analysis for brands including Better Life, Chattels & More, SieMatic and La Cucina.
- Proven increase in sales through retail and photoshoot design for Chattels & More.
- Designed and starred in Dubai TV (6 episodes) and interviewed live for Design segment on Dubai Eye, 103.8 Radio.
- Written and featured design content for various magazines including Gulf News, Fact Magazine, Khaleej Times and Emirates Woman. Voted top 5 Interior Designers by “Dubai’s Best”.
- Market research for commercial gap in the market for ethically handmade décor from Greece.
- Tracked finances and orders including stock, descriptions, prices, and variants.
- Negotiated deals with artists located in Greece that produce ethically handmade products.
- Created marketing content and photoshoot styling for social media channels.

*Further previous experience available upon request.

EDUCATION

MA Design Innovation with Distinction / Manchester School of Art (MMU)

2022 – 2023 (Manchester, United Kingdom)

- Ranked #7 in the UK for Art & Design (2020)
- Product, Service and User Experience Design
- Trend Analysis, Forecasting, Design Thinking, Sustainable UX Design
- **Thesis: A Synthesis of Best UX Practices for Optimizing Planetary Well-being in Fashion E-Commerce (Grade: Distinction, 95%)**

BA (Hons) Interior & Spatial Design / University of the Arts, London

2013 – 2016 (London, United Kingdom)

- Ranked #2 Globally for Art & Design (2022)
- Grade: Upper Second Class Honours
- CSD Accredited FdA Interior Design Degree Awarded (Grade: Merit Plus)

*Further previous education available upon request.