

Laila Arslan

UX/UI Designer

laila.arslan1@gmail.com · +46 072 832 0322 · Västerås, Sweden
lailaarslan.github.io/laila-portfolio · linkedin.com/in/lailaarslan

PROFILE

UX/UI Designer with 5+ years of experience designing digital products across education, enterprise, and consumer platforms. Passionate about solving complex problems through user research, clear information architecture, and iterative design. Comfortable working end-to-end, from discovery and wireframes through to high-fidelity delivery, in close collaboration with product managers and developers in agile teams. Integrates AI as a thinking partner and accelerator across the full design process: research synthesis, ideation, prototyping, and usability testing.

EXPERIENCE

UX/UI Designer | [Keystone Education Group](#) *Stockholm, Sweden · Aug 2025 – Aug 2026*

- Redesigned the login and verification experience into one reusable pattern across four platforms.
- Created an end-to-end matching flow to connect students with the right schools and programmes based on preferences and profile data.
- Improved the institute and programme pages, working closely with product and development teams to increase engagement and clarity.
- Led a research study and proof of concept for a map-based search feature, conducting user interviews and translating findings into actionable design recommendations.
- Collaborated across international teams in an agile environment, maintaining consistency across a large-scale education platform.
- Applied AI throughout the design workflow, using it for research synthesis, generating interview questions, rapid ideation, concept stress-testing, and synthesising usability test findings into clear next steps.

UX/UI Designer | [Northvolt Revolt](#) *Västerås, Sweden · May 2023 – April 2025*

- Designed and developed a customer-facing digital platform for battery recycling, ensuring a seamless user experience aligned with business objectives.
- Led initiatives from concept to execution, leveraging hands-on user research to gather insights and iteratively refine solutions.
- Created and iterated on wireframes, prototypes, and high-fidelity designs incorporating user feedback and usability testing.
- Balanced user needs with company goals to drive product engagement and operational efficiency.

UX Designer (Internship) | [Gofrendly](#) *Stockholm, Sweden · Oct 2022 – Mar 2023*

- Led the redesign of Gofrendly's website, applying user-centred design principles throughout.
- Conducted user research to identify pain points and opportunities in the app experience.
- Created wireframes, prototypes, and high-fidelity designs, ensuring alignment between user needs and business goals.
- Contributed to usability testing and iterative design improvements based on user feedback.

Freelance Designer & Illustrator | [Self-employed](#) *Stockholm, Sweden · Jan 2019 – Ongoing*

- Provided UX and visual design services across multiple industries, creating tailored solutions for clients across digital and print.
- Designed UI assets and branded illustrations for clients including a law firm, adapting to each brief and brand identity.

Graphic Designer | [Oulabi Mir](#) *Istanbul, Turkey · Aug 2014 – Nov 2016*

- Created and managed visual content for digital and print, ensuring brand consistency across all touchpoints.

Graphic Designer & Illustrator | [Sport Master](#) *Damascus, Syria · Sep 2009 – Jul 2014*

- Led the end-to-end design process from ideation to final execution across digital and print assets.

EDUCATION

Advanced Higher Vocational Education — UX Design | [Chas Academy](#) *Stockholm* · 2021 – 2023

Specialised programme covering user research, information architecture, prototyping, usability testing, and interaction design. Worked on real-world projects with industry professionals.

Bachelor of Fine Arts — Graphic Design | [Damascus University](#) *Damascus, Syria* · 2008 – 2011

Degree validated and recognised as equivalent to a Swedish Bachelor's degree. Focused on visual communication, printmaking, and applied design.

Google UX Design Certificates

- Foundations of UX Design (2021)
- Start the UX Design Process: Empathize, Define, Ideate (2022)
- Build Wireframes and Low-Fidelity Prototypes (2022)
- Conduct UX Research and Test Early Concepts (2022)

SKILLS & TOOLS

Design tools:Figma, Sketch, Adobe Suite (XD, Illustrator, Photoshop), Miro, Mural, Procreate

Design skills:User research, usability testing, wireframing, prototyping, visual design, interaction design, accessibility

Collaboration:Agile/scrum, cross-functional teamwork, stakeholder communication, design critique

AI in design:Research synthesis & clustering, ideation & concept exploration, drafting test scripts, generating edge-case scenarios, accelerating prototyping workflows

Languages:English (fluent), Swedish (fluent), Arabic (native)