Elin Nevdahl

elinvnevdahl@gmail.com

Senior Product Designer with experience designing complex digital products across automotive and streaming media. I combine user research, product thinking, interaction and UI design, and data to turn complex problems into clear, useful experiences. Experienced in working cross-functionally with product teams and stakeholders, aligning user needs with business requirements and technical constraints.

/ WORK

UX Designer at Volvo Cars

Volvo Cars web, Navigation & Search March 2025

- Led cross-functional UX research for global .com information architecture, helping improve findability and usability across departments and markets
- Synthesized research and stakeholder input to identify UX problems and inform improvements to navigation and information architecture
- Structured and established an organized Figma system to improve collaboration, consistency and design handoff across the team
- Worked across organizational and market boundaries to align user needs, business requirements and product constraints

UX Designer at SVT (Swedish Public Service)

Web editor 2017-2019, SVT Play web 2019-2022, SVT Play TV apps 2022-2025

- Lead UX on new sign-in functionality
- Lead UX for migrating 2000 new videos into SVT Play from a deprecated service
- Responsible for UX writing guild, produced a voice-and-tone guide for SVT Play
- Working data driven, designing A/B tests for content in the Apple TV app
- Created a KPI framework for measuring the ease of use of the service
- Developed SVT Play's internal user research knowledge base
- Started as a web editor and helped users with technical issues for all SVT apps. Reported urgent system failures, bug reports and usability concerns to the teams

/ SKILLS

User Research
UI and Interaction Design
Information Architecture
Prototyping
Content Design
Design Systems
Data Analysis
Facilitation

/ TOOLS

Figma
Generative AI
Amplitude
Adobe
Google Sheets
Tableau

/ EDUCATION

B.Sc. Computer Science in Interaction Design
Stockholm University
2016 - 2019