

# Caroline Arousell

UX/UI Designer

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## EXPERIENCE

### **Garmin, Finland — UX Designer**

JUNE 2022 - PRESENT

At Garmin, I've designed user experiences across a wide range of devices, including smartwatches, mobile apps, and bike computers—contributing to cross-platform cohesion and feature usability. Notable projects include Body Battery, Dive Readiness, and Cycling Ability. My key contributions include:

- Leading UX design for features across smartwatches and fitness devices, ensuring consistency and usability across form factors.
- Conducting competitor research and user-centered analysis to inform design decisions.
- Collaborating with multidisciplinary teams (developers, copywriters, product owners) to translate product goals into intuitive user flows.
- Designing with a deep understanding of physical and digital interaction patterns for wearable technology.

### **Freelancer, Sweden — Web Designer**

OCTOBER 2021 - JUNE 2022

Created detailed and functional web design prototypes using Adobe XD.  
Focused on:

- UX/UI design and user research
- Client communication and feedback integration
- Building visually appealing and usable interfaces

### **EZ Web/FCV Sverige, Sweden — Project Leader/Designer**

JANUARY 2021 - JUNE 2021

Led a website project for FCV Sverige while employed at EZ Web, handling:

- UX/UI/Web design and illustration
- End-to-end communication with the client
- Delivering a product aligned with user and business needs

## UX/UI SKILLS

Competitor research, user research, personas, user journeys, design maps, wireframes, high-fidelity prototypes, and style guides.

Experienced in designing for web, mobile, smartwatches, and bike computers.

## EDUCATION

### **Higher Vocational Education**

**Diploma - Web Development and Design**

Changemaker Education,  
Sweden 2019 - 2021

**High School Diploma - Top 10 Graduate in Art & Photography Major**

ECG Jean-Piaget, Switzerland  
2015 - 2018

## TOOLS

**Figma**

**Adobe Photoshop**

**Adobe InDesign**

**Adobe Illustrator**

**Adobe XD**

**HTML**

**Wordpress**

**Powerpoint**

**Excel**

## LANGUAGES

**Swedish - Native**

**English - Advanced proficiency**  
(C1 with documentation)

**French - Advanced proficiency**

## INTERESTS

**Drawing & Photography**

**Traveling**

**Music (Viola & Saxophone)**