

Amanda Borg

Product UX Designer & Experience Lead

Malmö, Sweden

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amandaborg.se

Product UX Designer who translates complex organisations and digital products into things people can actually use. Seven years in design and communication, the last five as a consultant owning UX end-to-end – from discovery and research through stakeholder alignment to production.

EXPERIENCE

Experience Lead

NOV 2021 – PRESENT

GESHDO

Lead the UX practice across the organisation: competency frameworks, workshops on accessibility and UX trends, mentoring junior designers, and steering client projects toward user-centred solutions.

Product UX Designer

NOV 2021 – PRESENT

Ingka Group · Expansion Tools – assignment via GESHDO

Own UX for complex internal products with senior stakeholders. Research, user flows, prototypes and UX audits, delivered side by side with engineering.

Lead Product UX Designer

OCT – DEC 2025

Friends of Executive · FoE App – via GESHDO

Facilitated discovery workshops that defined scope and roadmap for a new social event app, grounded in business goals and user research.

Lead Product UX Designer

JAN – MAY 2023

Oatly · TicketTaker – via GESHDO

Designed a web and mobile event application plus its admin CMS to existing brand guidelines, on a tight deadline.

Lead Product UX Designer

SEP – OCT 2022

J2 Sourcing · C3 – via GESHDO

Led the discovery phase of a platform migration, facilitating stakeholder workshops and advising on design throughout development.

Digital Designer & Social Media Manager

DEC 2020 – NOV 2021

Kvinnojouren Öresund

Ran the social media presence and led design and development of the website for a non-profit women's organisation.

Freelance Designer

APR 2019 – OCT 2021

Own company

Founded a design business offering marketing, branding and web design. Clients and studios included Media Evolution City, Acme Gruppen and KOJA Melbourne.

SKILLS

Figma & prototyping

User research

Product discovery

Design thinking

Workshop facilitation

Stakeholder management

Accessibility · WCAG

Adobe Creative Cloud

HTML & CSS

Rapid AI prototyping

Agile

Requirement management

EDUCATION

BSc Media Technology

Malmö University – UX, interaction design, graphic design and programming.
2016 – 2019

Media Production

Ljud och Bildskolan
2012 – 2015

LANGUAGES

Swedish

Native

English

Advanced

CERTIFICATIONS

- Product Owner Certification · Udemy, 2026
- Product Management: Mastering Product Roadmaps · Udemy, 2026
- Accessible Design, the Basics · A11Y Collective, 2025
- Accessibility: How to Design for All · Interaction Design Foundation, 2025
- Introduction to Web Accessibility · W3C, 2024