

# ANNA HAHRE

As **the users advocate**, I will ask the difficult questions to ensure that the users' perspectives will be listened to in order to create a product/service that will be loved. UX methodologies are my toolbox and **empathy for the user** is at the core of everything I do.

## WORK EXPERIENCE

**IDEAN part of CAPGEMINI, Malmö** Sep 2016 - ongoing

**Mid-Senior UX Designer** Jan 2020 - Ongoing

Working to increase the knowledge in accessibility in order to help public clients comply to the new EU Web Accessibility Directive. Example of tasks; holding presentations, blog article etc.

**Customer Experience Manager: E.ON** Aug 2019 - Dec 2019

Managed a CX-project to map and identify areas for improvement in one of E.ON's customer journeys. Planning and conducting workshops, research with the Customer Support center, insights processing and presenting back to the organization.

**UX Lead Designer: Sergel Inkasso** Dec 2017 - July 2018

End-to-end UX responsibility in the development of a new "My Pages" solution, desktop and mobile. Including responsibility for UX-requirements, research, UI-design prototypes, UX budget and communicating design ideas/prototypes to the product owner, development team and stakeholders.

**UX Designer & UX Researcher: IKEA** Sep 2016 - Dec 2017

*As UX Designer;* responsible for delivering WCAG validated design solutions to IKEA's global markets. Planned and performed usability tests, designing flows and UI-prototypes. Also assisted with visual elements on request.

*As UX Researcher;* IKEA needed help with understanding how internal users were using one of IKEA's content management systems. I was responsible for leading the research project where I planned, conducted interviews and analyzed the insights.

**TRYG FÖRSÄKRING, Copenhagen** Sep 2015 - Dec 2015

**Digital Designer**

Worked with UX-optimization at tryg.dk. Performed usability testing, A/B-testing and analyze of web analytics in order to optimize conversion rate. Position combined with studies.

**IBM, Dublin, Ireland** Jan 2011 - Aug 2013

**Inside Sales Specialist**

Main achievements: reached 100% of personal quota for 2012 and strengthened the relationship with main partners.

**Service Introduction Lead/Technical Analyst - Service Desk**

Responsible for onboarding new services/support/processes on Service Desk between IBM and a Global Pharmaceutical Client.

## CONTACT

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## EDUCATION

**Information architect** 2013-2016

Malmö University

Bachelor of Science in Computer and Information Science

**Graphic Design** 2004-2005

Mid University, Sundsvall

1-year Diploma

### Courses & certificates

**The Web Accessibility Directive**

2020, Funka, Stockholm/Malmö

**NN Group UX Certification**

Stakeholder Management

Being a UX Leader

2019, Nielsen Norman, London

**Digital accessibility**

2018, Axess Lab, Malmö

**Service Design Immersive**

2017, Coopers, San Francisco, USA

**UX Strategy**

2017, Jamie Levy, San Francisco, USA

**Requirements Engineering**

2016, Konsultbolag1, Malmö

**IREB Certificate** Foundation level

Requirements Engineering

2016, Malmö

## LIFE EXPERIENCE

**Parental leave**

Sep 2018 - July 2019

Acquired competence; patience and empathy together with increased communication and problem-solving skills.

**PS!**

References available upon request. 😊