

# FARYAL ZAHID

Stockholm, Sweden  
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EU Work Permit – No Sponsorship Required  
Portfolio: [Faryal Portfolio](#)



## PROFESSIONAL SUMMARY

UX Designer with 4+ years of experience designing complex SaaS, MedTech, and industrial systems. Strong background in end-to-end UX process including discovery, research, interaction design, usability testing, and design systems. Experienced in translating complex technical workflows into intuitive digital experiences and collaborating closely with product managers, engineers, and stakeholders to deliver scalable, user-centered solutions in regulated and technical environments.

## TOOLS

Figma, Miro, Notion, Jira, Confluence, Adobe XD, Paligo CCMS, Blender 3D, Illustrator, Photoshop, After effects, Media encoder, Familiarity with Solidworks

## WORK EXPERIENCE

### Digital Content Provider & Technical Writer – Matthews Marking Systems

Gothenburg, Sweden | Aug 2025 – Present

- Develop and maintain structured service and installation documentation for industrial marking systems.
- Apply user-centered thinking to improve clarity and usability of technical content.
- Collaborate with engineering and product teams to ensure accuracy and consistency.
- Create 3D illustrations and visual assets to support user understanding and serviceability.

### Product Designer – Sid Marketing (AdTech SaaS)

Gothenburg, Sweden | Apr 2025 – Aug 2025

- Led UX redesign of ad-approval and campaign-tracking dashboards for marketing professionals.
- Mapped user workflows and pain points through stakeholder discussions and usability reviews.
- Simplified approval flows and improved task efficiency by reducing cognitive load.

- Designed and maintained a reusable design system to ensure UI consistency and scalability.
- Collaborated closely with developers and product stakeholders from concept to implementation.

## **UX/UI Designer & Technical Writer – CELLINK (MedTech & Bioprinting)**

Gothenburg, Sweden | Aug 2023 – Feb 2025

- Designed UX/UI for software interfaces of BIO X and BIONOVA bioprinters used in laboratory environments.
- Translated complex scientific and hardware workflows into intuitive, user-friendly interfaces.
- Worked cross-functionally with engineering, QA, and product teams in a regulated MedTech context.
- Improved onboarding and reduced support dependency through iterative UX improvements and structured documentation.
- Created visual assets and 3D diagrams to support user understanding of complex systems.

## **UX/UI Designer – Bokafix (Web & Mobile Platform)**

Gothenburg, Sweden | Feb 2023 – Aug 2023

- Designed responsive web and mobile interfaces for an appointment-booking platform.
- Conducted usability testing and applied insights to optimize booking flows and user engagement.
- Collaborated with developers to ensure feasible and accessible design solutions.

## **Product & UX Designer – Emigreat (SaaS Platform)**

Gothenburg, Sweden | Jun 2022 – Mar 2023

- Designed UX for a relocation and visa management platform used by HR and global mobility teams.
- Created wireframes, user flows, and interactive prototypes aligned with legal and compliance requirements.
- Worked closely with stakeholders to balance business goals and user needs.

## **Technical Writer – Resource Group AB**

Gothenburg, Sweden | Mar 2023 – Feb 2024

- Led documentation for a speech-technology platform, focusing on user onboarding and self-service support.
- Designed scalable documentation structures to improve content findability and usability.

### **UX/UI Designer (Volunteer) – Women in Tech Gothenburg**

Feb 2023 – Present

- Designed inclusive UX toolkits informed by research with 100+ women in tech.
- Facilitated workshops and created templates to support community learning and design practices.

### **Freelance Product & Visual Designer**

Singapore | 2020 – Present

- Delivered UX/UI design and visual solutions for websites and digital products across industries.

### **Maternity Break**

2019 – 2020

## **CORE COMPETENCIES**

<p><b>UI and UX design</b></p> <ul style="list-style-type: none"> <li>● UX Strategy &amp; Problem Framing</li> <li>● User Research &amp; Discovery</li> <li>● Information Architecture</li> <li>● Interaction Design</li> <li>● Design Systems &amp; Component Libraries</li> <li>● Responsive &amp; Scalable UI</li> <li>● Visual Consistency &amp; Governance</li> <li>● Wireframing &amp; Prototyping</li> <li>● Usability Testing &amp; Validation</li> <li>● Accessibility (WCAG)</li> </ul>	<p><b>Collaboration &amp; Leadership</b></p> <ul style="list-style-type: none"> <li>● Cross-functional Collaboration (PM, Engineering, QA)</li> <li>● Stakeholder Alignment</li> <li>● Design Critiques &amp; Workshops</li> </ul>
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## **EDUCATION**

- UX/UI Design Diploma – Hyper Island
- Google UX Design Certificate – Coursera
- Bachelor of Science – Business Administration – Kinnaird College for Women'
- Bachelor of Arts – Architecture – Punjab University of Art & Design

## **LANGUAGES**

English – Fluent

Swedish - (Learning)

**DRIVING LICENSE - B**

## **REFERENCES**

Available upon request.