GESHDO

Amanda Borg

“Who is the user?”



Summary

Hi, I'm a Senior Product UX Designer and Experience Lead who takes ideas from discovery and research to prototype and implementation. I've worked on complex digital products, mobile apps, and internal tools at large organizations. I work closely with product owners, engineers, and business leaders to turn business goals and user needs into clear product direction. I combine strategic thinking with hands-on craft, from wireframes in Figma to facilitating workshops. I explore what AI means for the designer's role, working AI native from first screens to features in production code.

Skills

Mentoring & team development · Product discovery · Figma and prototyping · User research · Design thinking · Workshop facilitation · Stakeholder management · Requirement management · Accessibility · Design systems · Adobe CC · Agile ways of working · AI-native design · HTML/CSS

Experience

Product UX Designer & Design Engineer (AI-native) · GESHDO

September 2026 - Current

Kompass

Took Kompass, GESHDO's feedback and pulse tool for consulting firms, from idea to production as designer and design engineer. Used the project to explore AI-native design, from first screens to production code.

• Defined the product scope and pitched the concept, then designed the screens using Claude Design.
• Built and manage the design system as the single source of truth for design and code.
• Tested a new design handover, written for AI agents to implement rather than developers to read.
• Built new features and UI changes in the production codebase, using Claude Code.
• Defined product-wide UX guidelines in AI agent instruction files, from tone of voice and product scope to accessibility rules and helpers.

Claude Code · Claude Design · Design systems · Design engineering · Accessibility

Product UX Designer · Ingka Group

November 2021 - August 2026

Expansion Tools

Working with complex internal digital products used by senior stakeholders such as project managers, project leaders, and investment leaders. Part of a cross-functional product team, contributing across discovery, research, prototyping, and delivery alongside product owners, engineers, and business stakeholders.

• Owned and led UX work across multiple products, from early exploration through to production.
• Conducted user research, interviews, and workshops to uncover user needs and define problems.
• Translated research findings into insights, presentations and decision material for product team and senior stakeholders.
• Designed complex user journeys, user flows, wireframes, and prototypes.
• Drove iterative improvements on existing products through UX audits.
• Facilitated sprint ceremonies and team collaboration sessions.
• Collaborated closely with engineers during handover and implementation, ensuring design intent was carried through to delivery

Figma | Miro | Jira | Design systems | User research | Usability testing | Workshop facilitation | Stakeholder management | Agile/Scrum

Lead Product UX Designer · Friends of Executive

October 2025 - December 2025

FoE Appen

Defined the scope and roadmap for a new social event application. Facilitating discovery workshops with stakeholders to uncover business goals, user needs, and product direction.

• Facilitated discovery workshops to understand how the application could support the company's business goals and user needs.
• Defined and prioritised requirements for development based on research findings and business objectives.
• Presented design concepts and recommendations to stakeholders, grounded in both user research and business goals.

Product discovery | Roadmap planning | Workshop facilitation | Requirements gathering | Stakeholder collaboration | Concept design | Mobile & web UX

Lead Product UX Designer · Oatly

January 2023 - May 2023

TicketTaker

Designed a web and mobile event application for Oatly employees and guests. Covering both the end-user experience and a CMS for administrators to manage events, ticket types, and registration forms.

• Designed the application following and adapting established design guidelines
• Collaborated closely with lead engineers to develop the concept under a tight deadline.

Figma | Wireframing & prototyping | User flows | Design system | Collaboration with engineers | Rapid concept design

Lead Product UX Designer · J2 Sourcing

September 2022 - October 2022

C3

Led the discovery phase for a platform migration project, facilitating workshops with stakeholders to define user needs, business goals, and priorities for moving to a modern platform.

• Planned and facilitated workshops to map the current application, uncover user needs, and define the scope for a platform migration.
• Acted as design lead and advisor to the UX designer responsible for wireframing, ensuring the design direction stayed aligned with user needs and business goals.
• Provided ongoing guidance to developers throughout the project, bridging design intent and technical implementation.

Product discovery | Workshop facilitation | Design advisory | Requirements gathering | Stakeholder collaboration | Developer collaboration

Experience Lead · GESHDO

November 2021 - Current

Responsible for leading UX practice and design culture across Geshdo, ensuring user-centered thinking is applied consistently across client projects and internal initiatives.

• Defined internal UX competency frameworks and learning roadmaps, driving skill development and knowledge growth across the company.
• Planned and delivered workshops and presentations on UX trends, best practices, and accessibility, including hands-on Figma sessions.
• Led UX efforts on client projects, guiding developers and stakeholders toward user-centered solutions.
• Mentored junior designers and interns, supporting their professional development and growth.
• Designed and iterated on internal tools, including a time reporting tool.

UX strategy | UX leadership | Workshop facilitation | Mentoring | Figma | Accessibility

Digital designer & Social Media Manager · Kvinnojouren Öresund

December 2020 - November 2021

Managed digital presence and content production for a non-profit women's organisation, while leading the development and design of two new websites.

• Managed content across all social media platforms, including advertising and campaign planning.
• Led the design and development of two websites for the organisation.
• Coordinated events, sought sponsors, and contributed to merchandise creation and promotion.

Adobe Creative Cloud | Graphic design | Social media marketing | Event coordination | Web design

Freelance designer

April 2019 - October 2021

Founded my own design company during my final year of studies, working with clients across marketing, brand identity, and web design.

• Worked as a Digital Design Consultant at Media Evolution City, contributing to visual identity and web design for a regional EU-funded digital transformation initiative.
• Designed websites for clients at Acme Gruppen, an advertising agency in Helsingborg.
• Worked as a Graphic Designer at KOJA in Melbourne, specialising in packaging design, commercial print, and product photography.

Graphic design | Web design | Brand identity | Adobe Creative Cloud

Education

Bachelor degree in Media Technology

Malmö University · 2016 - 2019

A broad program covering user experience design, interaction design, graphic design, and programming — providing a strong foundation in both the design and technical aspects of digital product development.

Media production

Ljud och Bildskolan · 2012 - 2015

Certificates

Agile Enterprise Coach	Product Owner Certification **2026**
Udemy	Product Management: Mastering Product Roadmaps **2026** · OKR Goal Setting A-Z: How To Set, Track & Achieve Goals **2026** · Stakeholder Management **2026**
The A11Y Collective	Accessible design, the basics **2025**
W3C Web Accessibility Initiative	WAI0.1x: Introduction to Web Accessibility **2024**
Interaction Design Foundation	Accessibility How to Design for All **2025** · Design Thinking: The Ultimate Guide **2023** · Conducting Usability Testing **2023**
Figma	Master Figma Course: From Beginner to Figma Pro **2023**

Languages

Swedish Native

English Advanced