



ANDREA DAHLÉN

Product Designer

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Copenhagen, DK

I am a Swedish-speaking Finn (think Moomin), who was raised between California, Finland and Denmark. Now a Copenhagen-based Product designer with 10+ years of experience designing complex digital services across product design, UX and research. I have a positive mindset, love working in teams, solving complex problems and flexing my research, service and design skills.

Happiest when spending time at my Finnish summerhouse, foraging blueberries and mushrooms, and spending time with my daughter.

EXPERIENCE

Product Designer | Proteams

Jan 2025 - Present | Copenhagen, DK (Remote)

- Designed and improved end-to-end product experiences for clients including Tabatwo and Boxmove, from discovery and journey mapping through to prototyping and testing.
- Redesigned Tabatwo's payment flow, balancing usability, customer trust and security requirements ahead of launch.
- Mapped end-to-end journeys across multiple user types, identifying pain points, dependencies and opportunities to simplify the experience.
- Used user testing and iterative design to validate assumptions, uncover usability issues and translate insights into actionable product improvements.
- Worked closely with stakeholders to balance user needs, business goals and technical constraints, helping take products towards launch.
- Helped Tabatwo achieve Apple App Store approval during a three month product design engagement.

Product Lead | Shelter Scotland

July 2019 - Oct 2024 | Edinburgh, UK

- Promoted within 6 months from UX Designer, to Senior UX Designer, working my way up to Product Lead.
- Led an eight-person multidisciplinary team of UX Designers, Content Designers, Developers and Researchers, shaping digital products from discovery through delivery.
- Owned and evolved Shelter Scotland's design system, improving consistency, accessibility and usability across digital services.
- Provided design critique and guidance on UX, interaction design and user-testing plans, helping teams make evidence-led design decisions.
- Led the development of the digital roadmap, prioritising user and organisational needs across housing advice, fundraising and campaigns.
- Worked with stakeholders across the organisation to turn complex requirements into clear, accessible digital experiences.
- Championed WCAG accessibility, embedding inclusive design practices into Shelter Scotland's digital products.

Senior User Researcher | NHS National Services Scotland

Aug 2021 - Sep 2022 | Edinburgh, UK

- Led user research and prototyping initiatives to improve access to cervical screening, focusing on minority groups.
- Prototyped a design solution to address cervical screening health inequalities in West Lothian.
- Navigated a large and complex organisation to gain access to key stakeholders and healthcare professionals.

EDUCATION

Professional Certificate in UI Design

UX Design Institute

User Experience (UX) Design, Lean Methodology

London College of Communication, UAL

Design & Environment MA

Goldsmiths, University of London

Design & Business BA

KEA Copenhagen School of Design & Technology

BBA Candidate in Design Management

Parsons School of Design

LANGUAGES

English (Native)
Danish (Fluent)
Swedish (Fluent)

User Experience Designer | Dentsu Creative (Whitespace)

Dec 2017 - Jun 2019 | Edinburgh, UK

At Scotland's leading design agency, I worked with clients such as Scottish Government, Sustrans, Business Gateway and VisitScotland.

- Created wireframes, prototypes, and conducted UX research.
- Facilitated workshops and stakeholder discussions.
- Ensured accessibility and usability compliance.
- Conducted quality assurance and testing across platforms.
- Worked in Agile environments to deliver digital projects efficiently.

Design & Digital Coordinator | The Carbon Trust

Jun 2015 - Dec 2017 | London, UK

The Carbon Trust is a global environmental consultancy made up of over 400 sustainability experts, engineers and policy specialists.

- Began as an intern for the Web Manager before taking on the role as the first in-house Design & Digital Coordinator.
- Managed CMS (Umbraco) and maintained microsites.
- Designed print materials, online marketing content and HTML emails.
- Analysed web performance and recommended improvements.

Communications Assistant | Designit

Feb 2014 - Aug 2014 | Copenhagen, DK

Communications Intern | The Index Project

Mar 2013 - Sep 2013 | Copenhagen, DK

SKILLS

UX Strategy & Product Design: translating complex business and user needs into clear, scalable digital solutions.

User research & testing: planning and running moderated and unmoderated testing, turning insight into actionable improvements.

Product Discovery & Concept Development: shaping foundational product concepts, defining core user flows and requirements.

Accessibility & Inclusive Design: embedding WCAG-aligned practices to ensure digital products are usable by everyone.

Design Systems & Consistency: supporting scalable standards across platforms and teams.