

Theodora Lind

Senior Product Designer

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PROFILE

Product designer with eleven years in small teams, from the first sketch to the shipped release. I write the words in the interface as carefully as I draw it, test with real people early, and leave the files tidy for whoever comes next.

EXPERIENCE

Senior Product Designer, Fieldnote

2022 – present, Hartwell

- Led the redesign of the note editor used by 40,000 teachers; support requests about lost work fell by a third.
- Set up a weekly session with five customers and a shared library of every finding.
- Mentored two junior designers through their first full releases.

Product Designer, Kettle & Co.

2018 – 2022, Port Elm

- Designed the ordering app for a chain of twelve cafés, from paper prototypes to launch.
- Wrote the style guide and the component library both platforms still use.

Interaction Designer, Northgate Studio

2015 – 2018, Hartwell

- Worked on booking systems for museums and theatres, including accessible seat maps.
- Ran the studio's first usability lab and its recruitment of participants.

EDUCATION

BA (Hons) Graphic Communication, Hartwell School of Art

2011 – 2014

SKILLS

Interaction and visual design, prototyping, user research, writing for interfaces, design systems, accessibility reviews, workshop facilitation.

LANGUAGES

English (native), Swedish (fluent), Spanish (conversational)