

HUAHUA TIAN

SENIOR UX/UI DESIGNER |
IMMEDIATE AVAILABILITY |
BASED IN GOTHENBURG | [PORTFOLIO](#)

EXPERIENCE

UX/UI designer

STENA RECYCLING | JAN 2026 – CURRENT

- Designed end-to-end customer journey for Customer Portal and Learning Hub, mapping touchpoints from initial onboarding through recurring use, ensuring consistent experience across web, tablet, and mobile throughout the complete service lifecycle.
- Conducted product discovery for Sustainability Insights Dashboard, using structured user research (10+ enterprise client interviews) to validate market fit, prioritize features, and shape product roadmap, influencing strategic decision to focus on traceability (5/5 client priority) over visualization polish.
- Designed responsive tablet and mobile interfaces for Learning Hub, ensuring consistent experience across devices while addressing unique mobile constraints (touch targets, reduced screen real estate, offline capability).
- Built reusable component libraries and design guidelines, improving design efficiency and cross-platform consistency.

UX/UI Designer

AFRY(CLIENT: ZEEKR TECH) | MAY 2023 – APR 2025

- End-to-end service design for EU localization of automotive HMI across 3 vehicle models, mapping the complete driver journey from pre-purchase through daily use within a complex ecosystem spanning multiple touchpoints: onboard interfaces (HUD, Driver Information Display, Central Screen), mobile companion app, and dealer showroom demos.
- Established 3 design guidelines (Driver Distraction, Notification, Text Overflow) adopted as standards across organization, driving continuous improvement in EU regulatory compliance and reducing supplier rework.
- Conducted benchmark analysis of 7+ competitor vehicles across China and Sweden markets, translating insights into actionable UX/UI improvements for 3 HMI platform versions.
- Coordinated localization for 7 European languages (Dutch, Norwegian, German, French, Italian, Spanish, Danish), managing translation workflows and UI adaptation to prevent text overflow.
- Collaborated daily with cross-functional teams (China-based engineers, suppliers, product owners) in agile development, aligning user needs with technical constraints and business goals.



BRIEF

AI-Fluent UX/UI Designer with 5 years designing end-to-end digital experiences for complex ecosystems with multiple touchpoints across automotive, industrial, and sustainability domains. Proven expertise in translating technical complexity into intuitive, user-centered interfaces for multi-platform systems onboard/offboard, web/mobile), with a track record of building design systems and guidelines adopted organization-wide. Specialized in high-stakes environments where usability, compliance, and technical constraints intersect, from connected automotive HMI to industrial IoT to enterprise sustainability platforms.

RESEARCH METHODS

CORE DESIGN SKILLS

User Research & Analysis • User Interviews • Usability Testing • End-to-End User Journeys • Interaction Design • User Flows • Wireframing & Prototyping • High-Fidelity UI Design • Design Systems & Guidelines • Service Design • Information Architecture • Data Visualization

TOOLS & PLATFORMS

Figma (Expert) • AI Design Tools (ChatGPT, Claude, Midjourney) • Web & Mobile Design • Multi-Platform Design • Miro • Adobe Creative Suite • Mixpanel • Power BI

METHODS & COLLABORATION

Cross-Functional Collaboration • Agile Product Development • Design Documentation • Stakeholder Management • Data-Driven Design • Accessibility & Inclusive Design

UX Research & Design (Master Thesis)

VOLVO CONSTRUCTION EQUIPMENT | JAN 2022 – JUN 2022

- Architected dual-interface dashboard for industrial wheel loaders, solving the competing-needs problem where product teams needed deep technical analytics (machine performance optimization) while operators needed actionable feedback (driving efficiency improvement), demonstrating that strategic audience segmentation outperforms one-size-fits-all visualization when stakeholder goals fundamentally conflict.
- Conducted workshops and field interviews with site managers and operators, applying Data-Driven Concept Design framework and digital twin concepts to translate physical workflows into digital visualization.
- Achieved 75%+ positive feedback from evaluation participants (UX engineers, software engineers, data analysts) after presenting design rationale and justifying strategic audience segmentation approach, with thesis graded Very Good (B).

UX Designer (Intern)

NORTHVOLT | JUN 2022 – AUG 2022

- Introduced Mixpanel quantitative tracking for internal product (Northcloud), establishing data-driven design foundation and creating tutorial for team.
- Redesigned onboarding flow and overview page for battery non-conformity management hub, reducing learning curve for new users.

UX/UI Design Trainee

ABB | JUN 2021 – AUG 2021

- Developed UI components for ABB design system using Figma, ensuring pixel-perfect consistency with Common UX guidelines across platforms.
- Created technical illustrations (isometric diagrams, icons, pictograms) for industrial products, visualizing complex processes for end users.

Communications & Graphic Design Intern

UNITED NATIONS DEVELOPMENT PROGRAMME | MAR 2023 – MAY 2023

- Supported design and layout of CADRI communication materials and knowledge products.
- Contributed to website design, improving visual communication for international disaster risk reduction initiatives.

EDUCATION

MSc, Human-Computer Interaction and Design (Double degree)

KTH ROYAL INSTITUTE OF TECHNOLOGY & AALTO UNIVERSITY | 2020 – 2022

- GPA: 4.5/5.0
- Graduated with Honours
- EIT Digital Innovation & Entrepreneurship Minor Degree
- Thesis: "Data-Driven Operator Behavior Visualization" (Grade: Very Good)
- Specialized in User Research, Interaction Design, Information Visualization

BEng, Digital Media Technology

BEIJING LANGUAGE AND CULTURE UNIVERSITY | 2015 – 2019

SELECTED AWARDS & RECOGNITION

DESIGN EXCELLENCE

- IxDA 2023 Finalist – Interaction Design Awards (Project: Oasis)
- UX Design Awards 2023 Nominee – International Design Center Berlin
- Let's Talk About UX: Best Problem Framing Award – Gothenburg, 2024

INNOVATION & ENTREPRENEURSHIP

- Microsoft Imagine Cup 2021: World Finals Top 12 (Lifestyle Category)
- Microsoft Imagine Cup 2021: China Winner (400+ teams, Top 2)
- Solve the SDGs Hackathon 2021: Overall Winner – Junction/Aalto University
- DigiEduHack 2020: Finland Winner & World Top 12
- H@ck your COVID 2021: Best Students Social Life Solution

ACADEMIC

- Aalto Dean's Incentive Scholarship 2022 – Academic Excellence
- Nova Global Top Talent Network Member

LANGUAGES

- Chinese (Mandarin): Native
- English: Professional working proficiency
- Swedish: Elementary proficiency