

# William Buller

UX/UI Designer · Stockholm, Sweden · [williambuller.com](http://williambuller.com) ·  
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UX/UI Designer with a strong focus on marketing sites, conversion-oriented interfaces and scalable design systems. Currently working as Web Design Lead at Taylerd digital agency; end-to-end from discovery to dev-ready delivery. I'm looking to keep growing within design focused on conversion and move toward working with more complex products where customer expansion happens in product-led ways.

## Experience

### Design Lead (UX/UI) — Taylerd agency

2023 – Present · Stockholm / Remote

- Manager for the web team of 3, including hiring and team planning.
- Lead end-to-end web and product-adjacent initiatives from early discovery to launch and iteration.
- Translate business goals and user needs into clear, structured UX and UI solutions.
- Design and maintain design systems, components, and interaction patterns.
- Work hands-on in Figma and Webflow.

### UX/UI Designer — Freelance

2022 – 2023

- **Qasa** – Redesigned the tenant profile experience to improve how tenants are matched with homes, and aligned the visual design with Qasa's new brand.
- **Healthcare client** – Designed and built a website for a psychology practice.

### UX/UI Designer — NCC

2019 – 2021 · Stockholm

- Designed the page structure and content hierarchy for recruitment-related pages on [ncc.se](http://ncc.se).
- Collaborated with external web agencies on design and ongoing development of [ncc.se](http://ncc.se).

### Digital Design Intern — NoA Ignite

2022 · Stockholm

UI design for parts of a new corporate website for the Axel Johnson group, including main navigation and content pages.

### UX/UI Design Intern — Merkle

2022 · Stockholm

Redesigned product pages for Mölnlycke Healthcare's website and contributed to their shared design system.

### Digital Design Intern — ICA Design Agency

2019 · Gothenburg

Digital content and campaign design for online channels.

## Education

Berghs School of Communication — Communication Design (Visual/UI)

2021 – 2023

Yrgo — Digital Design (UX/UI)

2017 – 2019

Dômen School of Art — Fine Arts

2014 – 2016

## Core skills

UX Design · UI Design · Product design · Design systems · User research · Information architecture · Accessibility · Prototyping · Usability

Figma · Webflow · Adobe CC

Swedish (native) · English (professional)

## Portfolio

[williambuller.com](http://williambuller.com)