

Hassan Odimi

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User Experience Designer

UX and Product Designer with a Master's in Computer Science (Human-Computer Interaction) and experience designing digital health and regulated SaaS products. Track record of designing multistep registration and configuration flows that increased conversion rates by 20%+ and user engagement by 25%. Comfortable running user research independently, building shared component libraries, and working directly within cross-functional squads alongside engineers and product managers.

WORK EXPERIENCE

Freelance

Uppsala

Independent UX/UI Designer & Researcher • Freelancer

08/2024 – Present

- Engaging with academic institutions to explore PhD opportunities in human-computer interaction, with a focus on AI-human interaction, autonomous systems, public safety, and defence.
- Conducting usability evaluations and developing web redesigns across WordPress and Joomla using HTML, CSS, and JavaScript, while incorporating AI-driven workflows into the coding and design process.
- Participating in industry conferences and collaborative design events to stay current with emerging UX trends, behavioural insights, and complex system design.

iima health

Stockholm

Product & Experience Designer • Part-time

04/2024 – 08/2024

- Led foundational UX/UI design for the iima health app MVP — defining core user flows, content structures, and interaction patterns from zero, without an existing design system to rely on.
- Validated early-stage prototypes through guerrilla testing with target users, iterating designs based on qualitative findings before engineering handoff.
- Designed evidence-based health assessment flows: structured questionnaire experiences enabling AI-powered personalised health recommendations for users.

Preglife AB

Stockholm

User Experience Designer • Full-time

03/2023 – 02/2024

- Designed and implemented end-to-end insurance registration flows for IF Finland and Trygg-Hansa in collaboration with legal, compliance, and engineering teams, increasing conversion rates by 20% within 6–8 months and sustaining a 4.5/5 user satisfaction score.
- Led evaluation and integration of webinar and payment platforms across 5 markets, balancing cross-market regulatory requirements and diverse business needs.
- Contributed 20+ new design components during a company-wide branding project and established a systematic approach to design implementation, extending the shared component library.

- Conducted comprehensive UX analysis of web and mobile platforms through heuristic evaluations and data analytics tools, driving a 25% increase in user engagement.

Product Designer • Full-time

09/2021 – 03/2022

- Redesigned the user onboarding flow after identifying that nested branching logic and step overload were causing users to lose their mental model mid-flow. Conducted user interviews and a heuristic evaluation to map friction points, simplified all copy, and introduced progressive disclosure, deferring non-critical steps until the user reached the relevant moment in the app. The redesign significantly improved the activation rate and onboarding completion rate.
- Led the design of three product features independently: In-App Inbox, Standard Insurance Offers, and Diary Tool.
- Applied heatmaps, gaze analysis, and Cogulator cognitive evaluation to make data-driven design decisions throughout each project.

Consenz International

Stockholm

UX/UI Designer • Full-time

08/2022 – 03/2023

- Designed intuitive navigation and trip-planning tools for an AI-assisted Head-Up Display (HUD) system; reduced user interaction costs by 35%, validated through GOMS-KLM analysis.
- Conducted user research (interviews and surveys) and facilitated multiple iterative usability test cycles to refine safety-critical interfaces under strict cognitive load constraints.
- Evaluated visual and audio communication on the HUD against Android Auto and Apple CarPlay guidelines, improving the quality and safety of driver-facing interactions.

EDUCATION

Master's Degree in Computer Science in Human-Computer Interaction

Uppsala University

Uppsala, Sweden • 01/2017 – 12/2020

SKILLS

UX & Design

- Advanced Prototyping
- Data-Driven Design
- Design Systems & Component Libraries
- Heuristic Evaluation
- Information Architecture
- Interaction Design
- Responsive Design
- Usability Testing
- User Research
- WCAG Accessibility
- Wireframing

Tools

- A/B Testing
- Cogulator
- Figma
- GOMS-KLM
- Google Analytics
- HTML/CSS/JavaScript
- Jira & Confluence
- Microsoft Clarity
- Miro
- Zeplin

Languages

- English (proficient)
- Swedish (conversational)