Hassan Odimi

HCI Researcher & Designer

Location	Uppsala, Sweden	Portfolio	hassan-odimi.se
Email	hassan.odimi@gmail.com	LinkedIn	linkedin.com/in/hassanodimecs

PROFILE

HCI researcher and designer with a Master's in Computer Science (Human-Computer Interaction) from Uppsala University. I have worked as a UX and product designer in digital health, insurance and automotive HMI, including a head-up display with an AI driver assistant. My work combines user research and usability testing with cognitive modelling and analytics. Since 2024, I have focused on human-AI interaction. I am looking for an industrial or academic PhD, or a research position, in autonomous systems, public safety and defence.

WORK EXPERIENCE

Independent UX/UI Designer & Researcher Freelance, Uppsala 08/2024 – Present

- Conducting usability evaluations and developing web redesigns across WordPress and Joomla using HTML, CSS and JavaScript, with AI-driven workflows in the coding and design process.
- Participating in research and industry events, including WARA-PS Demo Week (Västervik) and the SAAB Hackathon.

Product & Experience Designer iima health, Stockholm · Part-time 04/2024 – 08/2024

- Led UX/UI design for the app MVP from scratch, covering core user flows, content structures and interaction patterns with no existing design system.
- Tested early prototypes with target users through guerrilla testing and iterated on the findings before engineering handoff.
- Designed health assessment questionnaires that feed AI-powered personalised recommendations.

User Experience Designer Preglife AB, Stockholm 03/2023 – 02/2024

- Designed and implemented end-to-end insurance registration flows for IF Finland and Trygg-Hansa with legal, compliance and engineering teams: conversion +20% within 6–8 months, user satisfaction 4.5/5.
- Led the evaluation and integration of webinar and payment platforms across 5 markets, balancing regulatory requirements and business needs in each.
- Contributed 20+ new components to the shared component library during a company-wide rebrand, and set up a systematic approach to design implementation.
- Ran heuristic evaluations and analytics reviews of web and mobile platforms: user engagement +25%.

UX/UI Designer Consenz International, Stockholm 08/2022 – 03/2023

- Designed navigation and trip-planning tools for a head-up display (HUD) with an AI driver assistant, cutting predicted interaction cost by 35% (GOMS-KLM).
- Ran iterative usability test cycles on safety-critical interfaces with strict cognitive load limits.
- Evaluated visual and audio communication on the HUD against Android Auto and Apple CarPlay guidelines.

Product Designer Preglife AB, Stockholm 09/2021 – 03/2022

- Redesigned the onboarding flow after finding that nested branching and step overload made users lose their mental model mid-flow. Ran user interviews and a heuristic evaluation, simplified the copy and introduced progressive disclosure, deferring non-critical steps until users needed them.
- Led the design of three product features: In-App Inbox, Standard Insurance Offers and Diary Tool.
- Used heatmaps, gaze analysis and Cogulator to inform design decisions in each project.

EDUCATION

Master's Degree in Computer Science, Human-Computer Interaction Uppsala University

Bachelor of Science in Computer Science University of Kalamoon

SKILLS

Research and evaluation	User Research, Semi-structured Interviews, Field Observation, Thematic Analysis, Affinity Mapping, Usability Testing, Heuristic Evaluation, A/B Testing
Cognitive modelling	GOMS-KLM, Cogulator, Heatmap & Gaze Analysis
Design	Interaction Design, Information Architecture, Prototyping, Wireframing, Design Systems & Component Libraries, Responsive Design, WCAG 2.2 Accessibility, Automotive HMI & HUD
Tools	Figma, Miro, Zeplin, Google Analytics, Microsoft Clarity, Jira & Confluence, Webflow, WordPress
Code	HTML/CSS/JavaScript, AI Coding Agents
Soft skills	Adaptability, Collaborative Leadership, Creativity, Strategic Thinking

LANGUAGES

Arabic (native) · English (proficient) · Swedish (conversational) · Turkish (conversational)