

VIKTORIA SILKEBERG

PRODUCT DESIGNER

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ABOUT ME

Hey there! I'm Viktoria a senior product designer with a passion for creating user-centric experiences. I thrive in collaborative environments and enjoy working closely with cross-functional teams to bring ideas to life. Let's connect and discuss how I can contribute to your design challenges!

WORK EXPERIENCE

LEGEND 2021 - 24

Senior product designer

A gaming company with a large portfolio of gambling sites. I was working on their largest product casino.org. My main contributions during this time has been:

- Leading the rebranding of our heritage product's mission, vision & value proposition. This was integrated into our strategic goals, OKR's and roadmap.
- Designed our ten key commercial page templates and ATF's across the site for all devices. I led the user testing and experimentation pipeline for new features leading to an overall engagement increase of 1.3 - 6.2%
- Created concept and vision designs for our new membership platform focused on how we could gamify the experience to increase returning users and referrals.
- Redesigned our arcade pages to increase engagement and returning users by 4.2%
- Mentoring and supporting junior designers on the team to ensure high quality.

CLEARSCORE 2020 - 21

Product designer

A fintech company that focuses on improving peoples credit scores. They have an associated market place which offers credit cards, loans and insurance. My day to day mainly included working on:

- Data-driven design: Using our internal analytics tools to assess user needs and prioritising feature improvements. Creating and building pixel-perfect solutions using our bespoke design systems to get ready to ship off to our engineers.
- Discovery/ UCD: Identifying pain points - designing end to end solutions. From a research and discovery exploration to solution space and finally validating the value/ impact through user research and interviews.
- Conceptualised, tested and launched a new rating system including a breakdown of rating attributes allowing users to better compare offers.

CROWDFORM 2019 - 20

Junior product manager & designer

A digital agency in London that focuses on building creative concepts, websites and apps for a broad range of clients. During my time at Crowdfom, my primary responsibilities were:

- UX/ UI Design. Developing concepts from idea to product. Designing wireframes and high fidelity apps and websites. Product/concept designs for investor pitch decks. Creating prototypes for clients to visualise their end products to investors.
- Product management. Working directly with developers, building products, managing timelines, scope creeps, designers & stakeholders.
- Consulting. Improving existing products by using data softwares to track conversion/ sales to improve existing UX/UI. Additionally concluding competitor analysis to ensure that the suggested approach is in line with the industry and market.

EDUCATION

HYPER ISLAND

2018 - 20

Digital media creative

YRKESHÖGSKOLAN

2017

Digital design/ illustration

ÖSTRA REALS GYMNASIUM

2009 - 11

Social science/ Journalism

SKILLS

MIRO

FIGMA

GA/ GTM

USER TESTING

JIRA/ ATLISSIAN

HOTJAR

CLIENTS

