



Zoe Kelly

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Skills

Designing for connected devices,
wearables & physical displays
Digital & Physical prototyping
Responsible & Ethical AI
Ontology/Graph data
Creative technologies (Arduino,
Hapticslab, Protopie connect)
Design systems
Service design & Blueprints
Workshop facilitation & creation

Languages

English (Native)
Swedish (Intermediate)

Work history

Senior UX designer, [Above & Fabrique](#), Amsterdam

Feb 2021 - Current

Working with digital and physical products - crafting future experiences and often working with complex systems. I lead UX in smaller, focused projects or integrate with bigger teams in product design roles - often in collaboration with engineering, creative technologists or industrial design. We often explore early-stage concepts, new technology and services, all the way to the execution and handover phase.

Clients: IKEA, Logitech, Volvo, Loop, Scania, Swarovski Optik
Tasks: UX, Prototyping (Vibe-coded, Arduino), AI (Research & workflows), Concepting, Ideation, UI & Design systems, Workshop facilitation/Creation

Product Designer, [Milkywire](#)

Oct 2019 - Dec 2020

A platform connecting climate experts directly to funding, implementing new donation features and a web-based platform on a team of 2 product designers. Driving the creation and execution of features for mobile and web, responding rapidly to analytics and fortnightly user testing. We also worked with user testers to create a product to be used by experts in jungles, deserts, remote islands, across the globe.

Tasks Wireframing & Prototyping, UI for App & web, Design system contribution/maintenance, Analytics, User testing & research

UX Design Intern, [Code and Conspire](#)

March 2019 - Oct 2019

During my Hyper Island internship I worked closely with New Division on projects involving the United Nations Sustainability goals site. Other tasks involved facilitating design sprints, web animation, user testing, also strategy for digital campaigns with 'Doctors without borders'.

Tasks: UI for web & mobile, Visual identity, Ideation sprints, Workshops, User research, Prototyping

Front-end Developer, [Bannerboy](#) & Freelance

Aug 2015 - July 2018

As a Creative Front-end Developer I specialised in animation libraries like GSAP. At Bannerboy, I worked with producers to code and design numerous animations for web, point of display and mobile. I also used concept ideation, storyboarding and pre-existing video footage to turn execute and translate design ideas into code.

Tasks: Greensock (GSAP) animation libraries, Front-end coding, JS/HTML/CSS, Video editing and animation, Adobe creative suite

Digital designer, [Stockholm Design Lab](#)

Feb 2015 - Sep 2015

At Stockholm Design Lab I worked as a Digital Designer for Swedish and international clients. Working on the web for Studio Ghibli's new television series, branding material for Uber and with Askul on Japanese product design. Day to day tasks involved coding and content for web, illustration for packaging and print as well as front-end design and development. I eventually began to shift focus towards the coding aspects of the job, working closely with the tech lead.

Clients: Studio Ghibli, Uber, Arlanda Airport (Swedavia), Askul (Japan)
Tasks: Front-end HTML/CSS/JS, Web design, Graphic design, Illustration, Visual design & branding, Client proposals & research

Education

Design lead, Hyper Island

Sep 2018 - 2019

Pass with Distinction

Graphic Arts (BA) University of Southampton

Sep 2011 - 2014

2:1, Bachelor of Arts