



Ida Mannerstål

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About me

I'm a senior UX designer with a growing passion for design leadership. Over the years, I've taken on roles where I guide UX direction, shape ways of working, and help teams navigate complexity. I enjoy coaching designers, collaborating closely with product and engineering, and creating structures that make everyday work smoother and more focused.

I focus on understanding the problem, aligning people early, and turning insights into practical solutions. I like creating clarity, whether through workshops, better processes, or stronger collaboration in day-to-day work. For me, structure is a tool for helping teams work more confidently and efficiently.

I get energy from helping people grow, improving team dynamics, and shaping a culture where design can truly make an impact.

Fun facts

- ☕ I collect Moomin mugs - I love stories and details that create emotional connection.
- 🦁 I'm a former zookeeper - calm under pressure and quick at reading group dynamics (and herding designers and stakeholders).
- 💻 My first coded HTML was on Lunarstorm - the spark that led me to code and then into UX.
- 🎮 I own five PlayStations - gaming taught me a lot about behaviour, motivation, onboarding and user journeys.

Education, certifications and courses

Business 101 for researchers, User Interviews (2025)

UX Management certification, Interaction Design Foundation (2022)

React.js Course, Tjejer Kodar (2016)

Bachelor in Media Technology, Södertörn University (2015)



Experience

3 (Tre Sverige)

Senior UX Designer & UX Lead

Stockholm, Sweden
April 2024 - current position

Summary

- Delivering design for the e-commerce site and self-service app, turning complex business goals and insights into coherent product strategies and customer-centric solutions.
- Drive UX maturity by establishing design principles, improving operations, and structuring rituals for better collaboration.
- Coach designers and management in user-centered and accessibility-focused practices.
- Partner with Product, Analytics and Engineering to ensure UX decisions support business and conversion outcomes.

Stryda (G-Loot)

UX Designer →
Senior UX Designer →
UX Lead

Stockholm, Sweden
June 2020 - January 2024

Summary

As UX Lead (2023–2024)

- Supported UX strategy during the transition from G-Loot to Stryda with its platform updates, shaping product direction and design operations.
- Improved collaboration between design and engineering, enabling smoother handover and delivery.
- Delivered measurable results, including reduced churn and lower CAC.

As Senior UX Designer (2020–2023)

- Owned UX for core product areas, driving research, interaction design, and prototyping.
- Facilitated discovery and design sprints that set direction during fast-paced product development.
- Established cross-functional insights work and mentored designers.

Knowit

UX/UI Design Consultant

Stockholm, Sweden
September 2016 - May 2020

Summary

- Led UX across several client projects, from discovery and research to prototyping and usability testing.
- Facilitated workshops and aligned designers, developers, and stakeholders around shared goals.
- Improved design processes and UX maturity for both clients and internal teams.
- Mentored trainees and contributed to the Knowit Development Advisory Board.

Selected clients

- Skolverket**: Led UX for national education guidance tools, delivering impact mapping, user journeys, prototypes, and usability testing. Created a new UI kit aligned with the organization's brand to support long-term scalability and cohesion.
- MTR Nordic Group**: Translated an existing app to Material Design, collaborated closely with developers and stakeholders, and conducted iterative testing to ensure accessibility and improved workflows.
- Other public and private sector clients: Supported discovery, research, and design work for digital services with a focus on clarity, accessibility, and user-centered decision-making.

Skills and tools

Leadership & Strategy

- UX strategy
- Design leadership
- Coaching & mentoring
- UX maturity building
- Cross-functional facilitation
- Design operations & process development
- Stakeholder alignment



UI Design & Systems

- UI design (web and app)
- Designing component libraries and UI kits
- Scaling UI patterns for cross-functional teams
- Visual design fundamentals
- Accessibility-driven UI design (WCAG)
- Design systems



UX & Product Design

- User research (qual & quant)
- Interaction design
- Prototyping
- User journeys
- Usability testing
- Heuristic evaluations
- Workshop facilitation



Tools

Figma (advanced), Jira, FigJam, Adobe XD, Illustrator, Miro, Design System Libraries, Google Analytics, Hotjar, AI-assisted design tools like Figma Make, Accessibility tools (manual and automated).