



# 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



### UX & Product Design

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



### 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



### 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).