

CV — Super (Loyalty & Rewards)

Senior Product Designer Loyalty Rewards Engagement Gamification User Behavior Motivation Decision-making Information Architecture User Flows Interaction Design Design Systems Prototyping Usability Testing Data-driven Design Cross-functional Collaboration Responsible Gaming Sports Entertainment Gaming Betting End-to-end Design Discovery Validation Iteration Product Strategy Figma UX Research Native Mobile Web Platforms Performance Optimization A/B Testing Progression Missions Benefits Promotions Personalized Offers CRM Subscription

uxmikko.com | [+34 626 133 691](tel:+34626133691) | hello@uxmikko.com

Mikko Sillanpää

Senior UX/Product Designer

Senior product designer with 5+ years designing complex digital products for demanding users. Experienced in end-to-end design from discovery through delivery, with a strong focus on user behavior, motivation, and decision-making. Comfortable working autonomously in cross-functional product teams and translating complex mechanics and systems into clear, engaging, and easy-to-use experiences.

Experience

Senior UX Designer | **BASF** | *October 2024 – March 2025*

- Led end-to-end UX design for the consolidation of three internal developer platforms into one unified product, serving data scientists, engineers, and novice users.
- Ran product discovery: user research, problem framing, prioritization, and roadmap shaping alongside Product Owners and engineering.
- Designed information architecture, user flows, and interaction patterns across a complex multi-persona product.

- Maintained and evolved the BASF design system, ensuring consistency and scalability across all product areas.
- Collaborated closely with engineers to ensure design integrity through delivery.

UX Designer | FASS & ReadSpeaker (LH+P) | March 2023 – September 2024

- Led UX and UI design for FASS, Sweden's national pharmaceutical reference portal used daily by doctors, pharmacists, and nurses. Rebuilt the component library and improved information architecture across the platform.
- Conducted user research and exploratory discovery for ReadSpeaker, identifying UX gaps and translating findings into design recommendations.

UX Designer | Swedish Public Health Agency (LH+P) | September 2022 – March 2024

- Led UX across three separate platforms: SVEBar (antibiotic-resistant bacteria monitoring), GENSAM (national COVID genomic sequencing platform), and a nicotine product compliance registry.
- Two projects ran simultaneously with the same team, requiring careful prioritization and shared design infrastructure.
- Conducted qualitative research with microbiologists, epidemiologists, and compliance officers. Designed user flows, interaction patterns, and data-heavy interfaces for expert users.
- Shipped the compliance registry against a hard government deadline with zero room for error.

UX Designer | Riksbyggen | January 2022 – June 2022

- Designed a subscription platform for Homeowner Associations from scratch, covering acquisition, onboarding, and activation flows.
- Hit 500+ sign-ups in the first month against a six-month target.
- Focused on motivation and friction reduction to drive user engagement and retention from day one.

UX Designer | INNORBIS by ALDC Partnership | February 2021 – September 2021

- Designed data visualizations and user flows for a sustainable finance platform, making complex financial data actionable for non-specialist users.

UX/UI Designer | **Avoy** | *June 2019 – January 2020*

- Conducted user research, usability audits, and high-fidelity mobile prototyping.
- Worked closely with developers to ensure feasibility of design solutions.

Skills & Expertise

UX/UI Design: End-to-end product design, Information Architecture, User Flows, Wireframing, Prototyping, Interaction Design, Usability Testing, Design Systems

Research: Qualitative and Quantitative Methods, User Interviews, Discovery, Problem Framing, Data-driven Decision Making

Tools: Figma (expert), Miro, Jira, Confluence, Adobe CC, Sketch

Technical: Frontend Awareness (HTML/CSS), AI-assisted design workflows, Agile Development

Domains: B2B SaaS, Loyalty & Engagement, Subscription Platforms, Regulated Industries, Data-heavy Interfaces

Languages

English (Bilingual) | **Swedish** (Native) | **Spanish** (Full professional)

Norwegian (Full Professional) | **Danish** (Professional Working)

Catalan (Professional Working) | **French** (Limited Working) | **German** (Limited Working)

Education

Bachelor's Degree in Interaction Design (2015–2018) | Linnaeus University, Sweden

Associate's Degree in Construction Management (2010–2012) | KTH Royal Institute of Technology, Sweden