

zinnie



Product & UX designer

Contact

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(portfolio)
zinnie.design

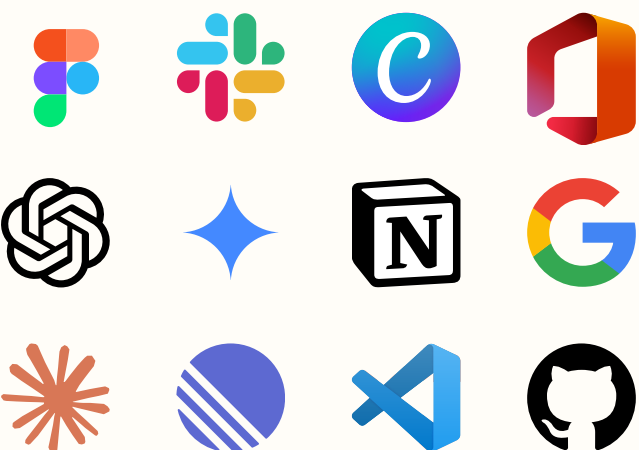
(linkedin)
in/zinniephamnilsson

(languages)
English · Swedish · Vietnamese

Skills

- UX Research
- Data Analysis
- User-centered Design
- Interaction Design
- Accessibility
- Prototyping & Wireframing
- AI-assisted Workflows
- Agile & Product Management
- Business & Project Management
- Creative & Critical Thinking
- Cross-cultural Communication
- HTML & CSS (basic)
- Photography & Media

Tools



Zinnie Pham Nilsson

Product/UX designer in Gothenburg, Sweden

UX and Product designer with a background in business administration, project coordination and user-facing roles. I create products and experiences that **ease people's mental load**, so complex things feel clear and manageable.

I **adapt quickly**, handle ambiguity well and build my own structure when there's no ready-made process. I **work efficiently with AI** while keeping human judgment, empathy and context at the center, and I **collaborate with developers daily**, comfortable speaking both design and code.

(based in)

Gothenburg, Sweden

(focus)

B2B SaaS, mobile & web app

(approach)

AI, Product & Design Thinking

(currently)

UX Designer at Cway®

Experience

- UX Designer (Internship)

Aug 2026 – present

Cway® · Gothenburg

Designing B2B SaaS product for artwork management and DAM in the packaging and FMCG industry. Working in a fast-paced startup team, building my own work structure and using AI tools to support research, ideation and design iteration.
- Business Owner

2024 – 2025

Lillhagens Mikrobageri · Gothenburg

Ran a micro-bakery end to end: company registration, website and ordering-system design, bookkeeping, marketing, procurement, packaging, production and customer delivery.
- Programme Coordinator

2019 – 2025

GU Executive Education · Gothenburg

Planned and coordinated flagship executive education programmes. Managed back-office operations including customer support, administration and data management, and improved the customer experience by following up on feedback with key stakeholders.
- Communication Officer

Jul – Dec 2013

Swiss Red Cross · Hanoi

Created written, photo and video content to raise the organisation’s visibility in Vietnam, launched and managed its social media presence, and supported workshops and events.

Education

- UX Design

2025 – 2027

IT-Högskolan, Gothenburg
- Google UX Design Certificate

2024 – 2026

Coursera
- M.Sc. Global Studies

2014 – 2016

University of Gothenburg
- B.A. International Studies

2009 – 2013

Hanoi University

Let’s make something together.

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