

Education

Academy of Art University

BFA / School of Interaction & UX/UI

2018-2022

Work Experiences

Apple

2022-Present

UX Product Designer

- Built a premium eCommerce experience for third-party merchants across 90+ countries, developing front-end experiences and continually enhancing CX and global platform features for merchandising success.
- Collaborated cross-functionally with teams including Marcom, UX, and Product Management, as well as external design and technology agencies to execute my vision.
- eCommerce design experience and strong knowledge of eCommerce merchandising, customer experience, and digital B2C brand sales on direct-to-consumer websites.
- Provided unique perspectives on eCommerce in different markets, including Europe, LATAM, APAC, and MENA, leveraging my global mindset and international experience.

TBWA

2020-2021

Visual/Product Designer

- Designed websites, apps, and other interactive brand elements.
- Created logos and brand elements for various products and businesses.
- Developed signage and wayfinding systems for business and government entities.
- Collaborated with Art and Creative Directors to design and produce promotional displays, packaging, and marketing brochures.

NASA

2021

UX Product Design

- Led UI design team at Sano, ensuring accountability for all design aspects.
- Ideated innovative directions for Astrobee, a free-flying robotics system for the ISS, in collaboration with industrial designers.
- Established protocols and solutions for mental, physical, and social health to be managed by Astrobee.

EJ Trading ehf

2017-2019

Owner, product designer, art director

- Sold imported skincare and hair products from Australia and the USA.
- Created marketing content, including web presence, for various brands such as Blaqmaskisland, Gemil Training, AMA Apartments, VB Umboðið, Mimosa Marketing, Anchors Ísland, and Valur FC.

Contact

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Skills

- Design Thinking
- User Research
- Prototyping
- User Interface (UI) Design
- User Experience (UX) Design
- Interaction Design
- Information Architecture
- Wireframing
- Visual Design
- Graphic Design
- Branding and Identity Design
- Usability Testing
- Agile Development Methodology
- Project Management
- Collaboration and Communication Skills
- Knowledge of Design Tools (such as Sketch, Adobe Creative Suite, Figma, or InVision)

Tools

- Sketch
- Adobe Creative Suite (including Photoshop, Illustrator, and InDesign)
- Figma
- InVision
- Axure RP
- Balsamiq
- Zeplin
- Marvel
- Principle
- Protopie
- Adobe XD
- Sketch Cloud
- Abstract
- Miro
- Whimsical

Technologies

- HTML/CSS
- JavaScript
- Responsive Design
- Mobile Design
- Accessibility
- Analytics tools such as Google Analytics or Adobe Analytics
- A/B testing platforms such as Optimizely or Google Optimize
- Cross-functional collaboration tools such as Trello or Asana

Achievement

- Best in Show award at the Academy of Art University Spring Shop
- Silver award at the Academy of Art University Spring Shop