CURRICULUM VITAE · RASMI STUDIO

Rooda *Abdi*

Creative Strategist & Designer

USER RESEARCH · SERVICE DESIGN · CUSTOMER EXPERIENCE · USABILITY TESTING · AI-ASSISTED RESEARCH

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SUMMARY

I design products and services around how people actually behave, not how I assume they do. I start with research: interviews, fieldwork, usability testing and observation. Then I turn what I find into journeys, specifications and service improvements that teams can build and run.

I trained in UX design and design leadership at Hyper Island, and studied interior design in the Netherlands, where I first learned to design how people move through a space. Since then I have worked independently across fintech, mobility, media, fashion and colour. Years in customer service and retail have given me first-hand knowledge of where services break down for real people.

I use AI tools such as Claude, Lovable and Cursor to speed up research, synthesis and prototyping, while keeping real users at the centre.

EXPERIENCE

UX & Creative Strategist

RASMI STUDIO (INDEPENDENT PRACTICE) · 2025–PRESENT

- **NCS Colour (research study collaboration):** Planned and led a qualitative study with 20+ architects and designers on how AI is changing their workflows, from interview guide and fieldwork to synthesis and insight themes shared with NCS Colour.
- **Fidify:** Translated a complex KYC/AML compliance platform into clear product specifications and messaging for a regulated enterprise audience.
- **Ooops Mobility & Nuux23:** Designed content systems and playbooks for a mobility brand and a Milan fashion label, built so the teams can run them independently.

Specialist

APPLE, MALL OF SCANDINAVIA · AUG 2024–PRESENT

- **Customer learning programme (self-initiated pilot):** Identified a gap in the customer journey after purchase. Ran a one-month service pilot, tracked the data and defined six customer segments.
- Designed the service around personalised session matching rather than generic promotion, and presented it to leadership with a pitch deck and results tracker.
- Coached colleagues and tracked progress throughout, delivering measurable improvement across tracked metrics, with some doubling. The pilot was approved and scaled into a seven-week, store-wide rollout.
- Support a high volume of customers daily, diagnosing needs in real time and explaining complex products to very different users.

UX Design & Business (Internship)

STUDYCAFE · 2025

- Supported UX and product development across user flows, concept development and alignment with business strategy.

Earlier experience

Shift Leader, Espresso House, Stockholm (2022) · Customer Service Agent, Teleperformance Nordics, Stockholm (2021–2022) · Interior Design Intern, Nebouw Interieurbouw, Netherlands (2020) · Customer Service Agent, Teleperformance, Netherlands (2019–2020) · Sales Representative, Kruidvat, Netherlands (2018–2020)

SKILLS

UX research	interviews, fieldwork, usability testing, behaviour analysis, synthesis, research repositories
Service & experience design	customer journeys, service blueprints, pilots, success metrics, process documentation
Design & prototyping	Figma, Framer, user flows, information architecture, Miro
AI-assisted work	Claude, Lovable, Cursor in research, ideation, content and prototyping
Additional	architectural photography, writing and poetry, content creation, public speaking

EDUCATION

Design Lead, Hyper Island, Stockholm	2024–2025
UX Design & Business Development, Hyper Island, Stockholm	2023–2024
Interior Design, Rijn IJssel, Netherlands	2017–2020

LANGUAGES

Somali (native) · English (fluent) · Dutch (bilingual) · Arabic (intermediate) · Swedish (intermediate)