



ROODA ABDI

Creative Strategist

User Research · Service Design · Creative Strategy · Storytelling

ABOUT

Creative strategist working at the intersection of business, creativity and culture. I help teams understand people before they design for them, across user research, service design and creative strategy. Background in UX and design leadership from Hyper Island, with independent work spanning fintech, mobility, media and fashion. I turn audience insight and cultural signals into clear direction, building with AI as part of how I think.

WORK EXPERIENCE

Creative Strategist

Rasmi Studio (Independent) · 2025–Present

- NCS Colour: led qualitative user research with 20+ architects and designers on AI in their practice, turning fieldwork into designable insights now shaping NCS Colour's AI roadmap.
- Fidify: reframed a technical KYC/AML compliance platform into clear, executive-ready messaging and brand direction for a regulated enterprise audience.
- Ooops Mobility: built a full social and content strategy, founder storytelling across four pillars and a per-platform playbook (TikTok, Instagram, YouTube, LinkedIn).
- Nuux23: created a trilingual 2026 social strategy for a Milan fashion label, with five content pillars, three hero scripts and the video edits behind them.

Specialist

Apple, Mall of Scandinavia · Aug 2024–Present

- Deliver customer-focused product guidance, reading user needs in real time and adapting complex information to different audiences.
- Build strong customer relationships in a fast-paced, high-volume retail environment.

UX Design & Business — Internship

StudyCafe · 2025

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

EARLIER EXPERIENCE

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

CONTACT

hello@rasmistudio.com
+46 76 227 59 04
Stockholm, Sweden
linkedin.com/in/rooda-abdi
rasmistudio.com

SKILLS

User Research

Interviews, fieldwork, usability testing, behaviour analysis, synthesis

Strategy

Creative strategy, brand positioning, service design, content systems, storytelling

Design & Tools

Figma, Framer, user flows, information architecture, Miro

AI

AI workflows: Claude, Lovable, Cursor

EDUCATION

Hyper Island, Sweden

UX Design & Business Development (2023–2024)

Design Lead (2024–2025)

Rijn IJssel, Netherlands

Interior Design (2017–2020)

LANGUAGES

English	Fluent
Dutch	Bilingual
Somali	Native
Arabic	Intermediate
Swedish	Intermediate