



Edward Leiman

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EDUCATION

Nackademin, University of Applied Sciences

Stockholm, Sweden

UX Designer program

2025 – Present

- **Coursework:** Research and needs analysis, usability evaluation, interaction design, prototyping, UI design, workshop facilitation. Includes a 10-month internship (LIA).

Uppsala University

Gotland, Sweden

Bachelor's degree in Game Design and Project Management

2016 – 2021

- **Coursework:** Agile project management (Scrum), game design (6 courses), leadership, product development, business development and project economics.
- **Thesis:** How toxicity changes with rank in League of Legends. Grade VG (pass with distinction), 18,000+ downloads on DiVA.

UX PROJECTS

Wingspan: B2B website usability evaluation

Client project

- Led the moderated usability tests (think-aloud); the team also ran a heuristic evaluation, survey and card sort. Of our five recommendations, the launched homepage now leads with customer case studies.

Quiz-hosting concept: needs validation (JTBD)

School project for Flatwave AB

- Led AI-assisted filtering of about 700 Reddit posts to 33 evidence points; ran a comprehension test.

KI Innovations AB: generative research on ADHD medication titration

School project

- Planned and ran user interviews and helped turn the findings into three personas.

WORK & LEADERSHIP EXPERIENCE

Fabella

Stockholm, Sweden

Freelance

March 2024 – September 2025

- Built interactive experiences in Fabella's own tool for companies such as Strömma and Falck.
- Client contact for Strömma Norway: co-created about 8 city tours, handled live issues and updates.

Cold Pixel

Stockholm, Sweden

Marketing Assistant

February 2023 – February 2024

- Ran organic outreach to streamers and content creators, from writing the first email to ongoing contact.

Region Gotland Project (alongside university)

Visby, Sweden

Project Manager, Game Designer

August 2018 – July 2019

- Managed a three-person team building a student survey app on a fixed budget: set deadlines, prioritised the backlog, presented to stakeholders and ran classroom playtests (ages 10–18).

AWARDS

Gotland Game Conference 2018 (*Take My Shift*): Best Presentation; nominated for Expression in Game Design, The Social Game Award and Jury Spotlight Award. ([Award page](#))

SKILLS & INTERESTS

UX methods: Moderated usability testing, interviews, heuristic evaluation, card sorting, personas, user flows, JTBD

Tools: Figma (intermediate), Trello, AI tools for research

Languages: Swedish and English (fluent)

Interests: Gaming, e-sports, travel, film and music