Micke Alm

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I'm a Senior Product Designer and experienced Design Lead with a strong track record of combining strategic thinking with hands-on execution. With a background in frontend development and over 15 years in digital design, I bridge product, tech, and UX to create meaningful user experiences that drive business outcomes.

I've led teams, shaped product visions, built scalable design systems, and delivered award-winning apps. My approach is collaborative, pragmatic, and always grounded in user needs.

Experience

Head of Product & Design   Fintech
Steven, Feb 2024 – Jan 2025

As Head of Product & Design, I led product strategy, UX, and customer experience for both the Steven app and our neobank, Xoala. I reported to the CEO, served on the board, and managed a cross-functional team of 7. My work focused on aligning user needs with monetization strategies—contributing to significant growth, App Store recognition, and improved engagement.

Xoala UI design case ↗

Head of User Experience   Fintech
Steven, Sep 2021 – Feb 2024

I built Steven's UX function from scratch, owning the full user experience and leading discovery, research, prototyping, and delivery. I introduced GDPR-compliant research ops, launched a Mastercard with Apple Pay certification, and created a robust design system. Results included 450k+ users, App Store #1 rankings, and a 4.8/5 satisfaction score.

Steven portfolio case ↗

Steven Mastercard portfolio case ↗

Senior UX consultant
Cartina Tech & Design, Aug 2020 – Sep 2021

As a consultant, my profile was geared towards Fintech, providing both UX-leadership, organisational support, as well as delivery towards development teams.

Senior UX designer   Fintech
Stabelo, May 2021 – Sep 2021

I redesigned internal systems to support business expansion, improve operational flow, and free up time for management through automation. My work reduced friction in daily routines and improved decision-making speed.

See portfolio case ↗

Senior UX designer & Coach   Fintech
SEB, Aug 2020 – May 2021

I supported SEB's transition from outsourced to in-house design, combining hands-on product design with coaching of the UX lead. I delivered design libraries, facilitated platform updates for PSD2 compliance, and laid the foundation for future team growth.

See portfolio case ↗

Senior UX/UI Designer & Project Lead   Fintech
Transfer Galaxy, May 2020 – Aug 2020

I designed a teller portal and admin system for an offshore banking partner. Once designs were approved, I took over as project lead—managing delivery across internal developers and external vendors to ensure timely execution.

See portfolio case ↗

Product Design Lead   Medtech
Mindler, Nov 2019 – Mar 2020

As Mindler's first in-house product designer, I introduced UX/UI standards, improved consistency, and helped shape the product vision. I worked closely with the CEO and PM to align user needs with business goals and growth plans.

UX Manager   iGaming
Mr Green, Jan 2018 – Nov 2019

I led a team of four and was part of the product leadership team. I transitioned UX from a central service to an embedded model, established structured research practices, and helped the company adapt to new Swedish gambling regulations.

UX designer & CSS developer   Martech
Episerver (Optimizely), Oct 2009 – Jan 2018

I was a part of the original UX-team at Episerver, and personally created the foundational interaction model that became the basis for the entire Digital Experience Cloud product suite, which is now named 4x Leader in Gartner's Magic Quadrant.

Skills and methods

User Research	Design thinking	Figma
Prototyping	Double Diamond Framework	Sketch
Ideation	Persona mapping	Adobe Creative Suite
Wireframing	User journeys	Axure
Interaction design	User journey mapping	Miro
UI design	Design studios	HTML
Design systems	Usability testing	CSS
Product strategy	Workshop facilitation	
Microcopy	Customer support	

Education

Design Thinking
Interaction Design Foundation, 2019

Conducting Usability Testing
Interaction Design Foundation, 2019

UX Management
Interaction Design Foundation, 2018

MRG Academy Leadership Diploma
Mr Green, 2018