

Matilda Aistre

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CV 2021

Hi! I'm Matilda Aistre – a Visual and UI/UX designer that mainly works with digital design in all shapes and sizes. I thrive on finding new exiting solutions to old boring problems.

Since 2013 I've been working with design (mostly web), UX/UI, branding and concept development – with big and small companies, agencies and startups all over Sweden. I usually describe myself as a multi-disciplinary designer with a focus on aesthetics and user experience. I also have a deep passion for group dynamics and process development.

I work well on my own, but prefer being a part of a smaller team – I believe that the best ideas are born and bred in collaborations. I highly value good and honest communication between all roles, but find it especially important between designers and developers that so often are pitted against each other instead of benefitting from different perspectives and knowledge.

I've dabbled in code and although I'm far from being a developer, I've learned how to have the development process in mind when designing. This makes it easier for me to both understand and reason about design from a code perspective, but also geek out when it comes to set up systematic and modular design. I love to explore and challenge different techniques, design languages and user flows without losing common sense. Emotional design is a big part of that equation and I want every detail to nurture a long, happy and playful relationship with the end user.

Other than being exceptionally passionate over placing colourful rectangles all around cyber space, I'm also an avid crazy cat and plant lady, drink excessive amounts of tea, produce techno/house and love board games.

2013.08 → now

Founder
of studio lye

Me and my husband started studio lye when we were living in Stockholm because we didn't find any agencies that shared our values. The industry felt driven by titles and business cards when our driving force was curiosity and passion.

studio lyes main focus is design driven web experiences and digital personalities. We have during our years together worked with both big and small companies like Batavus, This is Scandinavia, I dig denim, Pfizer and PeaceWorks.

The studio has periodically been less active since we've had other exciting opportunities, but we always find time to work together and develop new concepts.

2018.01 → 2019.04

Lead Visual and UX Designer
at Pocketsize

Pocketsize is a small Malmö based agency that mostly works with web - everything from websites to bigger web based systems. There I worked with UNDP, Dotkeeper, Västra Hamnen, Frenndi, SPG Event and Trans Europe Halles.

I was the sole designer for a team of 5 developers and we optimised our collaboration by finding solutions together to technical challenges, making deliveries more efficiently and developed component based design systems.

I was also a big part of cultivating the company culture by introducing and evaluating internal and external processes and defining the company's vision and values.

2019.11 → now

Senior UI/UX Designer
at Refined

Refined is a software company based in Malmö that offers a very powerful site building tool for Atlassian products such as Jira, Confluence and JSM. Refined has a couple of really cool customers using the product like NASA, Apple, Facebook, Spotify and Airbnb.

The design team consists of 3 people with different specializations. I'm solely responsible for the product UI and UX supporting 3 development teams on a daily basis. I've been in charge of creating Refined's Design System from scratch working closely with the developers to find the right path for all teams and their different tech stacks. I'm also a leading part in bigger product development initiatives and future vision.

2015.10 → 2016.06

Digital Creative
at The Amazing Society

I started as a freelancer in the design team at the social first agency TAS to help them with their graphic, motion and photo productions. I was soon hired and got more responsibility and bigger clients, such as Estrella, Peak Performance, Kelda, Galvin Green and Bixia.

A part from the production, I was a driving force for concepts and the internal processes by introducing brainstorming and other creative methods. I worked closely with the project managers to make our collaboration smoother and better.

2011 → 2013

Hyper Island

Digital Media

2008 → 2011

Malmö Högskola

Design, Production
& Web Development

Portfolio

studiolye.se
& studiolye.se/matilda

