ML

9+
YEARS DESIGNING

40+
TEAMS ENABLED

CONTACT

LOCATION
Amsterdam, Netherlands

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EXPERTISE

- Design Systems
- Interaction Design
- Prototyping
- User Research
- Accessibility (WCAG)

TOOLKIT

Figma · FigJam · Framer · Maze · Storybook · Jira · Notion

LANGUAGES

- Swedish — NATIVE
- English — FLUENT
- Dutch — PROFESSIONAL
- German — CONVERSATIONAL

CERTIFICATIONS

UX Certification — Nielsen Norman Group
2020

Google UX Design Certificate
2019

Mara Lindqvist

SENIOR PRODUCT DESIGNER

Open to senior roles

PROFILE

Senior product designer with 9+ years shaping payments and file-sharing products used by millions. I turn ambiguous problems into clear, accessible interfaces — equally at home running research, scaling design systems, and shipping pixel-tight work alongside engineers.

EXPERIENCE

Senior Product Designer
Adyen · Amsterdam — Mar 2021 — Present

- Led the redesign of the merchant onboarding flow, cutting time-to-first-payment by 38% across 12 markets.
- Built and scaled the “Polaris” design system now adopted by 40+ product teams, halving UI handoff time.
- Partnered with 3 PMs and 14 engineers to launch a unified dashboard serving 9,000+ enterprise merchants.

Product Designer
Mollie · Amsterdam — Jun 2018 — Feb 2021

- Redesigned the checkout SDK running on 130,000+ webshops, lifting completed-payment conversion by 11%.
- Ran 60+ moderated usability sessions and turned findings into a prioritized quarterly roadmap.
- Mentored two junior designers and introduced weekly, structured design critiques.

UX Designer
WeTransfer · Amsterdam — Sep 2015 — May 2018

- Shipped the Pro paywall experiment that lifted subscription sign-ups by 23%.
- Owned responsive prototypes in Figma and led design-to-engineering handoff across four releases.

EDUCATION

MA Interaction Design — 2013 – 2015
Design Academy Eindhoven
Graduated cum laude

BSc Industrial Design Engineering — 2009 – 2013
Delft University of Technology
Honours Programme

RECOGNITION & SPEAKING

- Dutch Design Awards — Nominee, Digital Interaction — 2022
- Speaker, Config Europe — “Scaling a design system to 40 teams” — 2023