



ANNA EKLÖV



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[/annaeklov](#)



[UX Portfolio](#)

EDUCATION

EC Utbildning, Malmö

UX Designer, Vocational Higher Education

Sept 2024 - Jun 2026

Spyken, Lund

Theater & Performing Arts

Sept 2004 - Jun 2007

SKILLS

UX & Product Design

User Research, User Flows, Wireframing, Prototyping, Interaction Design

UI & Visual Design

Interface Design, Design Systems, Branding

E-commerce & Conversion

Shopify, Conversion Optimisation, Customer Journeys

Business & Growth

SEO, Data-driven Design, User & Business focus design

Tools

Figma, Balsamic, Hotjar, Google Search Console

Soft Skills

Communication, Problem Solving, Cross-functional Thinking

ABOUT ME

I'm a UX designer with a passion for creating intuitive, thoughtful, and visually balanced digital experiences.

My background is rooted in hands-on entrepreneurship. As the Founder of LOV Flowers, a UK-based e-commerce brand, I built and managed the entire customer experience, from brand identity and user journeys to UI design, SEO, and conversion optimisation. This has given me a strong understanding of how design decisions impact both user experience and business results.

Before transitioning into UX, I worked internationally as a model and as a florist, experiences that shaped my eye for detail, visual storytelling, and cross-cultural communication.

I'm currently studying UX Design at EC Utbildning in Malmö and working as a UX Design Intern at Doro. There, I'm leading the UX design of a new product (confidential), working across research, concepts, and interface design. I'm also part of the marketing team, where I help optimise Doro's e-commerce website with a focus on SEO and overall user experience.

I bring a user-focused, detail-oriented approach to design and enjoy working where creativity, functionality, and business goals meet.

EXPERIENCE

Doro AB - UX Internship

Malmö, Sweden

Jan 2026 - present

- UX designer for a new product (confidential), responsible for the full design process
- Conducting user research, including testing of current and competitor products
- Identifying usability issues and opportunities for improvement
- Developing new features and interaction concepts based on user needs
- Creating user flows, wireframes, and interface designs
- Optimising Doro's e-commerce website (SEO, structure, and user experience)

LÖV Flowers - Founder, CEO, UX/UI Designer etc.

London, United Kingdom

2019 - 2025

- Founded and run a UK-based e-commerce business delivering nationwide
- Designed and optimised the full Shopify customer experience
- Led UI design including visual identity, layout, and structure
- Improved conversion through SEO, testing, and UX optimisation
- Developed product offerings and seasonal collections
- Managed brand, marketing, and customer experience end-to-end

LANGUAGES

Swedish – *Native*

English – *Fluent*

REFERENCES

Marcus Johansson

Usability Specialist, Doro AB

Phone: +46 703 44 26 78

Email: marcus.johansson@doro.com

Amanda Wegestål

Butikschef, Søstrene Grene

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Søstrene Grene – *Sales Assistant*

Malmö, Sweden

Sept - Dec 2025

- Assisted customers in-store by providing product guidance
- Oversaw store presentation, restocking, and daily operations

Bitte Kai Rand – *Sales Associate*

Malmö, Sweden

summer 2025

- Delivered premium customer service and personal styling advice
- Maintained visual merchandising and order in a high-end retail space
- Ensured excellent client experience with attention to aesthetics and detail

Dressmann – *Sales Assistant*

Malmö, Sweden

May 2024 – Jan 2025

- Assisted customers in a busy retail environment
- Acted as store manager during summer, overseeing daily operations and team coordination
- Supporting sales and store presentation

Amanda Austin, Luna Stein, Jazz Flowers – *Florist*

London, United Kingdom

2017 – 2023

- Managed daily operations in boutique flower shops and during peak seasons
- Designed visual displays for weddings and corporate events
- Led summer teams and trained staff
- Delivered excellent customer service and problem-solving under pressure

Wilhelmina, Lind Models – *Model*

Internationally

2007 – present

- Was represented by modeling agencies in Milan, Hamburg, London, Istanbul, and the USA
- Featured in global campaigns and runway shows
- Developed strong presentation, communication, and cross-cultural collaboration skills in international environments
- Thrived in high-pressure, creative environments
- Built a strong sense of visual aesthetics, detail, and composition
- Gained experience collaborating with creative teams such as photographers, stylists, and designers
- Strengthened creativity and adaptability in fast-paced, concept-driven settings