



# ALEXANDER HECKLER

UX designer & researcher | Licensed psychologist

## PROFILE

UX designer/researcher and psychologist from Sweden with a passion for user centered product development. Ambitious, analytical, and empathic. Natural team player and problem solver.

## SOFTWARE SKILLS

|                 |              |
|-----------------|--------------|
| Figma           | Proficient   |
| Adobe Photoshop | Intermediate |
| SPSS            | Intermediate |
| PsychoPy        | Intermediate |
| MS-Office       | Proficient   |

## COMPETENCIES

UX research (interviews, audits, usability, etc.)  
UX design (wireframing, prototyping, mockups)  
Qualitative research & analysis  
Quantitative research & statistical analysis  
Report writing and presentation

## LANGUAGE SKILLS

|         |               |
|---------|---------------|
| Swedish | Mother tongue |
| English | Advanced      |
| German  | Intermediate  |

## OTHER MERITS

Driver's license (B, Sweden).

## HOBBIES

Spending time with my family and friends.  
Being a trusted servant of my cat Snowball.  
Badminton, jogging and hiking in nature.  
Listening to music, playing guitar and singing.

## CONTACT

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## WORK EXPERIENCE IN UX RESEARCH AND DESIGN

**Freelance UX designer & researcher** 2022 Sep - Ongoing  
Currently working on redesigning the landing page (mobile and desktop) of Sweden-based rock band Astro-Lloyd. General UX, subscription, sign-up etc. Case study coming soon.

**Portfolio Project (UX Research and design) ← CLICK!** 2022 May – Ongoing

- App design for a fictional movie theater business in Figma: Complete user flow from landing page to ticket & seat selection, pre-ordering of snacks & drinks and checkout.
- User research: Competitive audits, recruitment of participants, user interviews, usability testing and more. Results visualized through personas, user flows & user journey maps.
- UX Design: Wireframes, prototypes and Mockups in Figma.

## WORK EXPERIENCE IN PSYCHOLOGY

**Self-employed** 2020 Sep – 2022 Sep

**Licensed psychologist**  
Psychotherapy, assessment and consultation.

**Psychiatric clinic in Lund, psychosis ward (outpatient care)**

**Licensed psychologist** 2020 Apr – 2020 Aug

**Psychologist in training (PTP; Swedish term)** 2019 Mar – 2020 Mar

- Psychotherapy, assessments, neuropsychological assessments, and consultation. Multidisciplinary teamwork.
- Research: Conducted literature study (systematic search, selection, and analysis of scientific articles; report writing and presentation).
- Research: Conducted qualitative interview study (participant recruitment, interviewing, thematic analysis, report writing, and presentation).

## EDUCATION

**Google UX Design Education** 2022 May – Ongoing

- Remote education (10 h/week).
- User research: Competitor audits, interviews, usability testing, etc.
- Personas, user journey maps, user flows and scenarios.
- UX design: Wireframing, prototyping and mockups of apps in Figma.

**Master's thesis about eye-tracking in e-sports** 2018 Sep – 2019 Feb

- Study design and creation of computerized test in PsychoPy. Recruitment of participants and data collection with Tobii Pro Spectrum remote eye-tracker. Quantitative data analysis in SPSS. Report writing, presentation and thesis defense.
- **Publication in international peer-reviewed scientific journal (2021) ← CLICK!**

**Psychologist program (Lund University)**

2014 Jan – 2019 Feb

- M.S. in psychology.
- Psychotherapy, clinical neuropsychology, psychological testing, advanced research theory and methodology (qualitative and quantitative), and advanced statistical analysis.