



# Bridget Pivac

## Experience

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### Design Lead — Zettle by PayPal

Jun 2020 – Jan 2022, Stockholm

Led design strategy for 5 teams within the Point of Sale department and contributed as UX designer for 3 teams. Teams were focussed on building loyalty programs for the merchants, tax compliance, cash registers and receipt systems. A significant project was ensuring our features were tax compliant and adaptable for the launch in the U.S. market.

### Senior UX Designer — Zettle by PayPal

Aug 2018 – Jun 2020, Stockholm

UX designer for 2 teams. User interviews and usability testing with customers on-site and remotely was an important aspect of this role. Significant project was aligning iOS and Android app menus with design discussions through the entire company after many years of divergent design.

### Game Designer & Game Artist — Checheza

Feb 2016 – Dec 2021, Stockholm

Co-founded a non profit edtech org with 5 others. Sole designer and responsible for all aspects from logo to game design of learning games and character art. Included user research trips to Uganda and Tanzania.

### Senior UX Designer — Qliro AB

Jun 2016 – Jul 2018, Stockholm

UX designer for 2 teams. Built user flows for a e-commerce checkout system and loan application.

### Senior UX/UI Designer — FundedByMe

Sep 2014 – May 2016, Stockholm

Researched, user tested, prototyped and designed a new financial product for loan-based crowdfunding with flows for both lenders and borrowers. Consultation with legal and third party providers to create logical flows for payment, identity verification and company document evaluation. Worked in an agile scrum team with great working relationships with backend and frontend developers.

### Interface Designer — Kuoni Nordic

Jan 2012 – Sep 2014, Stockholm

Successfully rebranded Apollo and partner websites in Scandinavia, England and France and delivered on time; iOS & Android app design for Apollo

### Web Designer — Fairfax Media New Zealand

Jun 2008 – Jun 2011, Wellington

Site design, user experience wireframes, app design, print design layouts, brand & logo management across several Fairfax brands including stuff.co.nz and dompost.co.nz

Awards:

- Speciality site/app award -RugbyHeaven app -Panpa 2011
- Best Use of Emerging Technologies -Canon Media Awards 2011 (for iPad /iPhone apps)
- Best WebsiteDesign - Qantas Media Awards 2009, 2010 -stuff.co.nz

## About

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Dual Swedish and New Zealand citizen.

A Senior designer with fifteen years professional design and production experience with excellent creative and technical skills.

An extensive range of user experience skills from user research, journey mapping, collaborative brainstorming, user flows, interaction design, ui design through to usability testing.

Well accustomed to balancing stakeholder needs and user needs, communicating design decisions, team management and team collaboration.

Flexible and motivated attitude and ability to adapt to situations as required; startup companies, large projects or organisations.

International design experience working in Sweden, New Zealand, and with clients in UK, New York, Bangalore plus research trips in Tanzania and Uganda.

I enjoy mentoring and have done so many times in a role and also remotely through alumni associations.

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## Experience continued

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Web Designer — Firstlight ERA 2007 - 2008

Product Manager — Firstlight ERA 2006 - 2007, Wellington & New York

English teacher — Foreign language teacher 2003, Da Qing, China

## Game projects

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### 2D Game artist — Mobile & PC — Pointless Games internship

August 2024 - December 2024, Stockholm

Sole artist reskinning a mobile game that was ported to PC. Created all in-game and UI assets. Created marketing assets such as key art and Steam capsules.

### 3D game artist — Cozy VR game (untitled) — Pointless Games internship

August 2024 - December 2024, Stockholm

Sole artist creating 3D game assets in blender, texturing in Substance painter and importing and testing in Unreal 5. I also ran design workshops to flesh out concepts and features so they could go through the art pipeline and easily into development.

## Education

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### Diploma in XR Design (Virtual, mixed, augmented reality) — Future Games

August 2023 - December 2024, Stockholm

Practical course in Unreal, Unity, Blender, Substance painter with focus on production for Meta Quest devices.

### Master's in Game Design — Uppsala University

Completed June 2023, Gotland Campus

Two years Master's program. Thesis: "Game-based learning for culturally diverse students: Designing a conceptual framework for embedding cultural capital into games" - passed with distinction

### Bachelor of Arts in Media & Literature — Victoria University

Completed 2006, Wellington, New Zealand



## Contact

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## Toolkit

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Native English speaker / Intermediate Swedish / Basic German

Figma / Photoshop + Adobe Suite / Procreate/ Affinity designer / Unity / Unreal 5 / Blender / Substance Painter / Basic HTML & CSS

I enjoy collaborating in Miro (particularly with non-designers), and any other tools e.g. Trello, discord, slack and of course agile development process.