



Contact

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[LinkedIn](#)

Skills

UX/UI Design
Prompt Engineering
Service & Concept Design
Content Creation & Strategy
Customer Experience

Tools

Figma
Claude Code
Canva
Microsoft Excel

Languages

Swedish - Native
English - C1 Level
Finnish - C1 Level

Extracurriculars

Brand Assistant at Aaltoes
Sponsorships at TF Student Organisation
Design team at TF Student Organisation

Hobbies

Yoga & Surfing
Literature & Writing

References

Available upon request

Nicole Backman

UX/UI Designer

Designer who develops B2C apps, SaaS platforms, and AI-powered products. My background in engineering psychology helps me build human-centred products and think ethically about AI. My latest project at Cadentia, an AI companion for Saxdor Yachts, won Grand One 2026 for Best Digital Service. Current focus is on shipping products with Claude Code and continuing into an M.Sc. in IDBM at Aalto this autumn.

Education

Aalto University **Helsinki, Finland**
M.Sc - International Design Business Management Incoming

Aalto University **Helsinki, Finland**
B.Sc - Engineering Psychology Sept. 2023 - May 2025

- Graduated with Honours
- Minor studies in Marketing and elective courses in Design

Bond University **Gold Coast, Australia**
Exchange Program Jan. 2023 - Apr. 2023

- Coursework in Sustainable Development & Society, Marketing, and Business

Brändö Gymnasium **Helsinki, Finland**
Matriculation Examination Aug. 2019 - Jun. 2022

Professional Experience

Product Design **Helsinki, Finland**
Passion Projects Apr. 2026 - Present

- Designing a B2C app, portfolio websites, and landing pages and implementing them using Claude Code

UX/UI & Conversational Designer **Helsinki, Finland**
Cadentia Technologies Jun. 2025 - Apr. 2026

- Designed MySaxdor's AI companion across the full customer journey, from quotes to onboarding, and dealer tools; the digital experience won Grand One 2026 for Best Digital Service together with partners
- Designed Cadentia's cross-vertical widget system, enabling faster delivery of new client products and a consistent UI across verticals
- Designed the map experience for Cadentia's AI event guide at Messukeskus, used by 25,000+ visitors, with nearly 50% actively navigating the map and using AI guidance

Content Strategy Intern **Helsinki, Finland**
The Scaling School Jun. 2024 - Aug. 2024

- Created designs, copywriting, and storytelling content for the website, enhancing user engagement and brand messaging

Sales & Customer Service Agent **Helsinki, Finland**
Biofood May 2024 - Aug. 2024

- Supported Biofood's entry into the Finnish market, establishing relationships with distributors and retailers

Service Associate **Helsinki, Finland**
Restaurant Royale Estrad Oct. 2022 - Aug. 2023

- Managed reservations, orders, and sales, ensuring efficient service and customer satisfaction

Customer Service & Operations Representative **Helsinki, Finland**
Bär Bar Oy Aug. 2022 - Oct. 2022

- Managed daily operations and sales at Bär Bar, ensuring smooth service and customer satisfaction
- Received recognition as the best employee of the month for service quality