

Bridget Pivac, Resume 2026

Stockholm, Sweden | +46 (0)70 89 90 875 | biddy.bp@gmail.com |
www.linkedin.com/in/bridgetpivac | www.pivac.design



Summary

Senior designer with over fifteen years design experience and an extensive skill range within UX research, data-driven analysis, prototyping, and end-to-end product design. Adept at balancing stakeholder and user needs, clearly communicating design decisions, managing teams, and collaborating within cross-functional environments. Flexible and motivated attitude and ability to adapt to context as required; start-ups, scale-ups, large projects or organisations.

Between 2022 and 2025, I have been studying game design, which has further enriched my design perspective, particularly around immersive experiences, interactive systems, and emerging technologies. Dual Swedish and New Zealand citizen.

Experience

Senior Product Designer, EdAider - Educational AI tooling,

Aug 2025 – present, Stockholm

Leading design strategy and contributing hands on to the design of an educational platform and AI tool. Conducting UX research, creating the design system and mentoring design interns.

- Key role is running a long-term pilot project of the study tool with several schools in the Stockholm region. Workshopping with students, evaluating and continual improvement.

Design Lead, Zettle by Paypal,

June 2020 – January 2022, Stockholm

Led design strategy for five teams within the Point of Sale department and contributed as hands on designer for three teams. Teams were focussed on building loyalty programs (gift card systems) for the merchants, tax compliance, cash registers and receipt systems.

- A critical project was ensuring our features were tax compliant and adapted in appropriate time for launch in the U.S. market.
- A significant success metric was 73% of retailers in UK and SE markets added the loyalty feature to their point of sale setup.

Senior Product Designer, Zettle by Paypal,

August 2018 – Jun 2020, Stockholm

Contributed as hands on designer for two teams. Conducted user interviews and usability testing with customers on-site and remotely.

- Led the design effort to unify iOS and Android app menus, aligning cross-platform experiences after years of divergence. This high-impact initiative involved extensive collaboration and company-wide design discussions.

Senior Product Designer, Qliro,

June 2016 – July 2018, Stockholm

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

Game Designer & Game Artist, Checheza,

Feb 2016 – Dec 2021 (Part-time), Stockholm

Co-founded an edtech company with 5 others. Sole designer and responsible for all aspects from logo to game design of learning games and character art. Conducted user research trips in Uganda and Tanzania.

Senior Product Designer, FundedByMe,

September 2014 – May 2016, Stockholm

Researched and designed a new financial product for loan-based crowdfunding. Consulted heavily with legal and third party providers for identity verification and company document evaluation.

Education

Arts and Cultural Entrepreneurship, Stockholm University of Arts, Stockholm, 2025

Diploma in XR Design, (Virtual, mixed, augmented reality) Future Games Stockholm, 2024

- Winner of best VR game at Future Games Awards 2023

Master's in Game Design - Distinction, Uppsala University, Gotland, 2023

NNGroup UX Certification, Nielsen Norman Group, Berlin, 2019

Bachelor of Arts in Media & Literature, Victoria University, Wellington, 2006

Skills

Digital design

User research, User interviews, Quantitative & Qualitative Data Analysis, Heuristic evaluation, Competitor analysis, Journey mapping, Storyboarding, Personas, Collaborative brainstorming, User flows, Interaction design, Usability testing, Design patterns, Visual design, Sketching, Team building, Design strategy, UI design, 3D modelling, 3D texturing.

Tools

Figma, Miro, Adobe Creative Suite, Adobe photoshop, Procreate, Substance painter, Blender, Unity, Unreal.