

Jalita Aspelin

Senior / Staff Product Designer · Product Strategy · Design Systems · AI

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London · relocating 2026 · Swedish citizen · Full EU/EEA work rights

UK: sponsorship or Global Talent visa



Profile

Product designer with a decade across complex SaaS, B2B and enterprise systems, and 15+ years in digital and brand work overall. Most recently, Head of Design at Mailbird (4.7M+ users), where I shipped an in-product AI feature end-to-end and led an \$800K redesign. Earlier, enterprise UX for Nordic B2B platforms (Telia, Cramo, Servaali), defending work across 10+ stakeholders per engagement, and led growth-driven redesigns lifting conversion up to 103%. Looking for a senior product design seat with a real team behind it.

Work Experience

Head of Design | Mailbird
Remote, US company
Feb 2023 – Jun 2026

Sole design lead for a 4.7M+ user product, owning 0-to-1 product design, UX, design systems, growth, and marketing within a two-person team. Reported directly to the CEO and worked closely with engineering.

- Identified authentication as the largest drop-off in the signup flow through usability research, then led the Windows flagship redesign end-to-end as the only designer on the team at the time, working with two engineers to generate \$800K in additional revenue over four months.
- Designed and shipped an in-product AI image generator, covering UX architecture, prompting logic, flows, and interface.
- Designed Mailbird Next from the ground up, a native Mac client that became the company's new cross-platform flagship, later extended to Windows and launched on the App Store.
- Built and maintained the design system and component library the company still runs on.
- Owned UX for the Privacy Hub, a user-facing trust feature in a product handling sensitive personal data.
- Owned onboarding, conversion, and lifecycle; mentored the product designer and helped set the product and craft direction across the team.

Senior Product & UX Designer
Independent Consultant |
Obiang Design
Remote — Sweden & Europe
Dec 2019 – Nov 2022

Independent product, UX and brand consultancy for telecom, eCommerce and technology clients across the Nordics and Europe.

- Continued the Halebop engagement independently, scaling the design system across the core app, web, broadband, and TV to reach 4.4M customers.
- Led growth design across 21 Happy Socks storefronts, including a product-page redesign that lifted US conversion by 33%, with continuous A/B testing.
- Led brand strategy and visual identity across Sting's four verticals, building sub-brand systems for the Nordics' largest startup accelerator (2021 to 2022).

Lead Design Director | XenoPsi
Remote — New York
Apr – Dec 2021

Lead Design Director for a New York growth agency serving D2C ecommerce brands across the US and UK.

- Led and managed 10 designers and freelance creatives across D2C growth projects, setting creative direction, mentoring the team and overseeing delivery.
- Designed and launched Wellow, an in-house DTC brand, to \$50K in revenue in three months.
- Led UX, visual design and creative direction for Formulae Prescott, driving a 30% increase in DTC sales within three months.

Senior → Managing Consultant
UX & Visual Design | Columbia Road
Helsinki & Stockholm
May 2017 – Nov 2019

Progressed from Senior to Managing Consultant, joining at 28 people and staying as the agency scaled past 100. My Halebop and Telia relationship grew large enough that the agency opened its Stockholm office around it, promoting and relocating me to lead it.

- Led design for Servaali's B2B mobile ordering platform from field research through launch, designing and defending the work across 10+ stakeholders, partnering with engineering across 21 microservices; later white-labeled.
- Led UX design for Telia Division X's SmartHomes platform, combining security cameras, smart locks and a consumer app.
- Led design for Kekkilä and Hasselfors Garden's first direct-to-consumer webshop across two brands, markets and languages, from brief to launch in 2.5 months.
- Led UX and product design for Cramo, designing discovery, filtering and booking as one system across desktop and mobile.
- Rolled out a new brand identity on Locall, Halebop's growth sub-brand and product, reaching a segment of 1.7M customers, working alongside a dedicated growth team.
- Worked as a growth designer on Locall, designing and optimising experiences that helped drive 3M+ SEK monthly turnover in year one, +103% YoY revenue, +61% customer growth, and –71% acquisition cost.

Earlier

Marketing Director, New Horizons, Shanghai (2014–16); marketing & project management roles, London & Paris (2009–14).

Brands & Clients

Mailbird · Telia · Halebop · Happy Socks · Marimekko · Iittala · Shady Rays · Harley-Davidson
Paul Smith · Jamie Oliver · BBC · Penguin Random House · Natural History Museum · British Library

Education

MSc International Business Management & Marketing
ESCP Business School
Paris · 2008–2011

Exchange Programme, Commerce & Marketing | Chuo University
Tokyo · 2010–2011

BA Business Psychology | London Metropolitan University
London · 2005–2008

Languages

Swedish — Native
Thai — Fluent — spoken
English — Fluent
French — Professional
Italian — Intermediate
Spanish — Conversational

Capabilities

Product & Experience — Product Strategy, Product Design, UX/UI, Interaction Design, Information Architecture, Design Systems, Prototyping (Figma, Webflow)

Research & Experimentation — User Research, Usability Testing, A/B Testing, Funnel Analysis, Data Insights

Leadership & Collaboration — Design Leadership, People Management, Mentorship, Team Development, Cross-functional Leadership

AI & Emerging Technology — AI Product Design, AI Prototyping, Figma MCP, Claude, Lovable

Brand & Creative — Brand Strategy, Visual Design, Art Direction (Adobe CC, Affinity Suite, Shopify)