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Summary

I am based in København and have 10+ years of experience within Design Thinking, Agile Development, and Lean UX.

I lead designers, create concepts, and design digital experiences for startups, agencies, and businesses.

When I'm not busy crafting great experiences I'll probably be traveling, sailing in my boat, surfing the waves, reading books, or taking photos with my phone.

I have worked for:

June by Danske Bank, Hello Great Works, Nordea, Falcon.io, Responsive, Wunderman and Zoomio.

Experience



Lead Product Designer

Airtame

Mar 2021 - Present (1 year 1 month +)

Airtame produces a one in all streaming and signage solution for businesses and educational institutions all over the world.

Airtame products enable presenters to share their screen wirelessly, from a computer or mobile device to a TV, projector, or monitor. The SaaS—Airtame Cloud— is an accompaniment that offers device management and customizable digital signage.

Tasks & Responsibilities:

- Recruit, grow, and coach team members
- Grow and improve design maturity within the organization
- Optimise design processes and methods
- Promote design thinking internally and externally
- Participate in new business development activities with a user-centric mind
- Stakeholder management with developers, colleagues, management, and c-level



Senior Product Designer

Airtame

Sep 2019 - Mar 2021 (1 year 7 months)

Tasks & Responsibilities:

- Stakeholder management with developers, management and c-level
- Promote Design thinking internally and externally

- Produce prototypes and wireframes
- Drive innovation with a user-centric mind
- Facilitate product discussions
- Map user journeys and needs
- Plan and conduct user research
- User interface design



Experience Designer

Mar 2019 - Oct 2020 (1 year 8 months)

Brohuset ved Hammershus is a shop and café in the visitor center by Hammershus, the largest castle ruin in northern Europe.

Tasks & responsibilities:

- Branding
- Press releases
- Souvenir production
- Customer support / guest services
- Brand content (Video, Photos, Social Media posts)



UX / Corporate Entrepreneur

MobileLife by Danske Bank

Mar 2018 - Sep 2019 (1 year 7 months)

June is a professional investment for everybody at a low cost. Our robot calculates the correct investment solution for the users, based on their economy, risk, and time horizon.

Tasks & Responsibilities:

- Produce high-quality prototypes and wireframes
- Drive innovation with a user-centric mind
- Map user journeys and needs with stakeholders
- Plan and conduct user research
- Deliver production-ready design
- Support agile teams as a designer
- Launching June in the Swedish market



Experience Designer

NoA Ignite Denmark

May 2017 - Mar 2018 (11 months)

Hello Great Works is a digital agency that combines the best from design thinking, product development, business development, and digital transformation who are passionate about building great experiences and solutions for people to use.

Tasks & Responsibilities:

- Stakeholder management with clients
- Produce prototypes and wireframes

- Facilitate design sprints with clients
- Map user journeys and needs
- Plan and conduct user research
- User interface design

Solved problems for:

- CBB Mobil,
- Danica Pension
- Dinesen floors
- Velux



UX Specialist

Nordea

Sep 2016 - May 2017 (9 months)

Nordea is a Scandinavian financial services group with more than 1,400 branches. The bank is present in 19 countries around the world, operating through full-service branches, subsidiaries, and representative offices.

Tasks & Responsibilities:

- Internal stakeholder management
- Produce prototypes and wireframes
- Facilitate product discussions and design sprints
- Map user journeys and needs
- Plan and conduct user research
- Production-ready user interface design
- Take part in job interviews

UX Designer

Falcon.io

Jul 2014 - Aug 2016 (2 years 2 months)

Falcon.io helps employees become active digital thinkers. By using Falcon.io's platform to listen, engage, publish, measure, and manage, large companies can explore the benefits of social media marketing and instill a digital-first thought process in their employees.

Tasks & Responsibilities:

- Produce prototypes and wireframes
- Responsible for heading up the new product Audience
- Plan and conduct user research
- Production-ready user interface design
- Take part in job interviews

Digital Concept Developer

Responsive A/S

Apr 2012 - Jun 2014 (2 years 3 months)

Responsive is a consultancy firm that works with client-focused strategies and response generating communication that initiates active involvement along with strong and quantifiable results.

Tasks & Responsibilities:

- Produce prototypes and wireframes
- Mobile application design
- Concept presentation and validation
- Website design
- User interface design
- Functional requirements for solutions

Solved problems for:

- Lauritz.com
- Pandora
- Spies



Execution Specialist

Wunderman

Dec 2010 - Apr 2012 (1 year 5 months)

Wunderman is an advertising, marketing, and consulting company with offices in 55 countries.

Wunderman Copenhagen consists of 100 dedicated and top-motivated employees, all specialists in their field.

Tasks & Responsibilities:

- E-mail/newsletter design
- Quality assurance
- Content creation
- CRM flows in Agilic and Neolane (Adobe Campaign)
- Loyalty programs (Club Matas, SAS Eurobonus)

Solved problems for:

- Blue1
- DSB
- Matas
- SAS



Project - and Support Consultant

Zoomio

Apr 2009 - Dec 2010 (1 year 9 months)


ZOOMIO Campaigner provided a platform that meets a wide variety of e-marketing needs. Key capabilities included: Lead generation, Email marketing (mass communication and one-to-one), Automated, multichannel life-cycle campaigning, Email marketing for e-commerce, CRM connectors and Integration, and customized solutions

Tasks & Responsibilities:

- E-mail/newsletter design
- Landing pages and webforms in HTML / Javascript
- 2nd line customer support

Education

 **KEA - Københavns Erhvervsakademi**
AP, Multimedia Design & Communication
2006 - 2009

 **Bornholms Erhvervsgymnasium**
HTX - Teknisk gymnasium
2000 - 2003

Licenses & Certifications

 **UX Deep Dive: Mapping** - LinkedIn

 **UX Research for Agile Teams** - LinkedIn

 **UX Research: Going Guerrilla** - LinkedIn


 **Interaction Design: Flow** - LinkedIn

 **Operational Excellence Foundations** - LinkedIn

Skills

Digital Marketing • Concept Development • User Experience • Digital Strategy • CRM • Online Advertising • Mobile Applications • HTML • Email Marketing • Web Design

Honors & Awards

 **Winner: Facebook Innovation Spotlight - Personalized Marketing at Scale** - Facebook
Sep 2016
Facebook's Spotlight recognizes the most innovative achievements in marketing technology and services. Falcon.io's platform is taking home an award in the Personalized Marketing at Scale category.