

PROFESSIONAL EXPERIENCE

Dec 2019 – **Senior Product Designer**

Present *Blackboard Insurance, New York City, New York, USA*

At Blackboard, we're reimagining the entire commercial insurance experience with technology and artificial intelligence. I work in a core team of product managers, product designers, and software engineers and I contribute to the design and implementation of our suite of Insurtech software applications.

- Leading the design process from discovery through implementation.
- Facilitating design sprints and workshops with internal and external stakeholders.
- Creating high fidelity, responsive designs for mobile and web applications.
- Applying a lean design methodology of building, testing and learning iteratively.
- Using skills across the full UX spectrum including research, user interface design, and visual design.
- Participating actively in team meetings, groomings, plannings and design critiques.
- Built and implemented a design system with over 200 components.

Sep 2018 – **Product Designer**

Dec 2019 *Blackboard Insurance, New York City, New York, USA*

Dec 2019 – **Design Mentor**

Present *Thinkful, New York City, New York, USA*

I mentor several product design students at Thinkful in weekly meetings.

- Supervising on user-centered design and agile processes and practices.
- Facilitating critique sessions on the students' research, designs and concepts
- Sharing industry best practices, engaging them at local community events, and motivating them to reach their goals.

Jan 2018 – **User Experience Designer**

May 2018 *Olapic, New York City, New York, USA*

This was a contract job. I collaborated closely with designers, product managers and developers to improve the workflow in the main part of Olapic's SaaS platform called 'Content Engine'.

- Produced end-to-end design from low-fidelity sketches to high-fidelity prototypes.
- Designed, conducted and analyzed user research and concept testing.
- Participated actively in team meetings, groomings, plannings and design critiques.

Nov 2016 – **User Experience Designer**

Jan 2018 *Adapt Agency, Copenhagen, Denmark*

I was the Product Owner and UX Design Lead in three web and four mobile app projects.

- Facilitated and led workshops with clients in various stages in the project work.
- Designed and conducted user research, formed user stories and user flows.
- Sketched, wireframed and prototyped from low-fidelity to pixel-perfect designs.
- Worked closely with managers and developers in an agile environment.

Oct 2016 – **Owner & User Experience Designer/Developer**

Jan 2018 *HOLM DIGITAL, Copenhagen, Denmark*

I managed my own digital agency where I designed and developed websites in WordPress and SquareSpace. Among my clients were several photographers, a larger medical association and a fashion designer.

- Held client meetings, workshops and concept brainstorming
- Produced end-to-end design from low-fidelity sketches to high-fidelity prototypes.
- Developed websites in WordPress and SquareSpace.

Jun 2015 –
Nov 2016

User Experience Designer

The Danish Road Directorate, Copenhagen, Denmark

I managed the user experience design and research activities with a multidisciplinary team of project managers and developers in an Agile/Scrum workflow.

- Continuous design and iteration through experimentation and small learning loops.
 - Coordinated and executed a beta testing program with over 200 external beta testers.
 - Improved the traffic app's user satisfaction score from 73% to 91%.
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PUBLIC SPEAKING EXPERIENCE

Feb 2020

Speaker

UXDX Community Event, New York City, New York, USA

- I spoke about functional and emotional customer value and more specifically, how companies can identify, operationalize and measure the success of meeting these needs with their products.

Oct 2019

Speaker

UXDX, Dublin, Ireland

Europe's largest conference that brings together UX, Design, Dev and Product to learn how to shift from delivering projects to working as cross-functional teams that build products customers actually want.

- I spoke about user story mapping and how by using it throughout the development process, companies can achieve better shared understandings and more successful products.
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EDUCATIONAL EXPERIENCE

Master of Science (MSc. IT) in Digital Design and Communication

IT University of Copenhagen, Copenhagen, Denmark

- Specialization: Service Design and User Experience
- Master's thesis: "Designing Services for Value Co-Creation".

Bachelor of Science (BSc. IT) in Digital Media and Design

IT University of Copenhagen, Copenhagen, Denmark

- Specialization: Interaction Design
 - Studied abroad for a semester at *The University of Pennsylvania School of Design*.
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DESIGN TOOLBOX

User Experience

User Flows
Personas
Usability Testing
Website Analytics
Wireframing
Rapid Prototyping
Card Sorting

Service Design

Service Ecology Mapping
Stakeholder Mapping
Service Blueprinting
Empathy Mapping
Journey Mapping

Design Tools

Figma
Sketch
Adobe C Suite
InVision
Abstract
Proto.io, Axure RP

Development

Agile processes (SCRUM)
HTML5
CSS3
JavaScript and jQuery
JSON
CMS (WordPress,
SquareSpace & Drupal)

LANGUAGES

Danish: Native speaker | **English:** Fluent | **German:** Conversational | **Swedish:** Conversational

ADDITIONAL INFORMATION

- Employment Eligibility Status: Eligible for Employment (Spouse Green Card Holder).
- Citizenship: Danish