

Martin Kampmann

Digital Product Designer

Email

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Portfolio

www.martinkampmann.design

experience

DFDS

Product Designer | 2023 – Present

Introduced the Lean UX methodology, aligning with the 'Build-Measure-Learn' approach to bring continuous improvement, delivering value to customers and business as fast as possible. Through collaboration, the team has delivered a 12% increase in conversion rate and an uplift of 4.5/5 to 4.65/5 in customer satisfaction score.

Facilitated customer-centric design processes, workshops and agile rituals where all team members participate on equal footing, leading to verifiable and pragmatic outcomes.

Crediwire

Product Designer | 2022 – 2023

Enhanced user experience (ux) and user interface (ui) design of the Crediwire SaaS-platform, designed user journeys focused on company KPI's. Played a pivotal role in shaping the product business strategy.

Mapped the customer journey and conducted both quantitative and qualitative research to inform decisions and drive product success. Introduced a design system to create a unified customer experience and to improve cost-effectiveness.

Hololink

UX Designer | 2021 – 2022

Led design efforts for a web-based SaaS platform and its landing page. Revamped the ux- and ui for the benefit of customers. Conducted both quantitative and qualitative research.

Built a design system from scratch for consistency, ease-of-use and brand identity. Introduced and used personas to drive design processes. Increased sign-up rates by 60%.

education

IT University of Copenhagen, M.Sc. Interaction Design

2018–2020

skills

Figma wizard

Lean UX

Development collaboration

Use of AI

User research

Prototyping

Design systems

tools

Figma

Figma Make

Webflow

Jira & Azure Dev

Miro

personality

Extroverted

Ambitious

Full-time nerd

hobbies

Dungeons and Dragons

Design books & podcasts

Making pasta