



# LILI KELEMEN

UX/UI DESIGNER

## CONTACT

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- 🏠 Aarhus, Denmark
- 🌐 [Portfolio website](#)

## EDUCATION

**Digital Concept Development**  
Business Academy Aarhus  
Aug 2024 - present

**Multimedia Design AP**  
Business Academy Aarhus  
2022-2024

## SKILLS

- UX Research
- UI design
- Figma, Adobe
- Adaptability
- Teamwork
- Critical thinking
- Time management

## OTHER EXPERIENCE

**Volunteer @UX Nordics**  
Aarhus  
2024

## PROFESSIONAL OVERVIEW

I am passionate about designing digital experiences that are both visually stunning and intuitive, and I always strive to create designs that delight and engage my users. I bring a positive attitude, critical thinking, and a creative problem-solving approach to my work. Pixel-pushing, persistence, curiosity, and good communication define me.

## WORK EXPERIENCE

### Student Assistant in Digital Marketing CoE

Grundfos | Sept 2024 – present

As part of my current position, I am strengthening the Branding and Marketing team with UX-related tasks and content management for Grundfos' corporate website. My tasks include:

- Customer Journey mapping for corporate personas
- Content management in the company's CMS tool, AEM
- Any ad-hoc tasks relevant to the corporate website
- I also built the website's Sponsorship section

Moreover, I gained knowledge about the corporate work environment and project management processes.

### UX/UI Designer Intern

Heyday | Jan 2024 – May 2024

During my time at the agency, I had the opportunity to expand my skill set and bring my UI expertise to the table. My tasks included:

- Enhancing the user experience of a web app for a cleaning supply company (Vikan)
- Visualizing a website for digital development components
- Graphic work for a marketing campaign for Lidl

Furthermore, I gained much knowledge in digital marketing and project management during my stay.

### Food Service Worker

Sunshine Sandwich Bar | March 202 – June 2024

My work at Sunshine taught me about workplace responsibility, time management, customer service, and task prioritization.