

# UI & UX designer

For over 10 years, I've crafted digital experiences, working with leading companies locally and globally. As a freelancer, I specialize in digital product design, design systems, and content creation. I currently teach students and clients Figma, workflows, and design systems.

**UX & Experience Design**  
(UX/UI Design, Interaction Design, User Testing, Experience Design)

**Content & Visual Communication**  
(Video, Photography, Visual Design, Marketing Campaigns)

**Concept Development & Creative Strategy**  
(Concept Development, Omnichannel Thinking)

**Facilitation & Learning Experiences**  
(Facilitation, Courses, Teaching, Communication & Collaboration)

**Responsible Web**  
(Mindful of our planet)

**Design & Prototyping Tools**  
Figma, FigJam, Principle, ProtoPie, Marvel App

**Motion, Video & 3D**  
Cinema 4D, After Effects, Premiere Pro

**Visual & Graphic Design**  
Photoshop, Illustrator

**Project & Collaboration Tools**  
Jira, Notion, Microsoft Suite (Word, Excel, PowerPoint)

**DevOps & Technical Tools**  
DevOps (e.g., for version control, deployment)

## Work Experience

### Freelance

Sep 2023 – Dec 2024

As a freelancer, I've worked on a wide range of projects, from small-scale campaigns to large self-service solutions and design systems. I've also facilitated several courses covering topics such as design process, design systems, and tool-specific training in Figma.

#### Hullrover (2025)

##### Landing Page & Visual Identity

HullRover, a startup focused on ship cleaning technology, required a new landing page and visual identity to establish a strong presence across multiple channels and attract potential investors. We integrated 3D elements into the design and developed a strategy for capturing and nurturing incoming leads.

##### MMI (Man Machine Interface)

The HullRover machine required an MMI to control the rover effectively. To support this, we interviewed potential users to identify key needs, which informed a feature list and a Now, Next, Later roadmap. Based on these insights, we developed both wireframes and an interactive prototype to support further development and testing.

## Grabs App (2025)

Grabs is a startup centered on the concept of giving away free items. I was brought on board to help define its vision and mission. Together with the team, we developed early-stage hypotheses and crafted experience and user scenario journeys to validate the business concept for potential investors. We also created a feature map, prioritized, and scoped functionalities for the minimum viable product (MVP).

In addition to strategic work, I designed key elements of the visual identity and developed a concept for the user interface design.

## VELUX (2024)

### B2C

At VELUX, I led a B2C self-service project where I worked closely with service designers to define hypotheses, validate them, and map out user journeys and opportunity areas through low-fidelity prototyping. We collaborated across teams to estimate and scope the work effectively, using the Double Diamond framework from start to finish. The final outcome was a complete design solution, handed off through a well-structured file to ensure developers could easily access and stay fully aligned throughout the implementation phase.

### B2B (Pro)

I worked on a digital window installation tool for VELUX's installers, aimed at improving the current solution. We conducted user testing and gathered insights, which informed the development of a new dashboard, designed based on these insights and tests.

## Lillium (2024)

For Lillium, I developed and tested a prototype for their electric aircraft. This included an overview of the fleet and a streamlined process for providing support and easily ordering spare parts for grounded aircraft.

## Unibrew (2024)

I designed UNIBREW's new product pages and worked on a small campaign. I was responsible for developing a design system that could accommodate the various sub-brands within the UNIBREW portfolio.

## Merkle Former Magnetix

Oct 2013 - Dec 2023

## Satair (2020 - 2024)

DDA: Total of 7 Awards

Satair is a spare parts marketplace for aircraft companies. During my time on this project, I led the development of their marketplace, self-service portal, and the concept design for a dashboard that allows customers to track and manage their engagement with Satair.

## Telia (2019 - 2021)

As the lead on Telia's eCommerce webshop, we mapped out the customer journey to identify potential lead leaks, bounce rates, and opportunities for upselling and customer service improvements. We also developed a communication compass to ensure the right tone and voice were used at the appropriate moments.

In addition, we created a B2B self-service solution for companies to manage subscriptions, data usage, and other services.

Working closely with Telia, we also developed an international design system to ensure consistency and alignment across multiple, outdated channels.

## Marel (2019 - 2020)

Marel is a meat machinery manufacturer, where I led the creation of a concept for a self-service solution. We conducted feature mapping and explored new opportunities in technology to enhance the service and support experience.

I was responsible for both prototyping and journey mapping, as well as the design of the overall concept.

Tork (2018)	Tork wanted to enhance their lead journey, so we conducted workshops to define opportunities and developed a prototype to validate our hypotheses. This process ultimately led to the creation of a concept for an intelligent chatbot.	
SHV (2018)	SHV is a gas tank provider. In this project, I created high-fidelity prototypes for a new buying experience, which was then tested to gather insights and validate the design.	
Pfizer (2017-2019)	<b>Pfizer XELJANZ</b> With Pfizer, we developed a website to provide information about Xeljanz. Given the strict legal and data control limitations, we designed a page that could effectively present both the required data and visuals within these constraints.	
	<b>Pfizer Pro</b> For Pfizer Pro, we created product information pages aimed at professionals in the pharmaceutical industry. We had to navigate the complex environment of data and legal regulations to ensure the content was suitable for doctors and other healthcare professionals.	
	<b>Cancer Information/checklist site</b> For cancer patients, we designed a website to inform and guide them through their journey. Adhering to the pharmaceutical industry's strict no-campaign/commerce policy, we developed a strategy to provide emotional support to cancer patients during difficult times, without focusing on direct product sales.	
	<b>Coloplast (2017)</b> With Coloplast, we developed a website to showcase and provide information about their products in the area of intimate healthcare needs. We designed both the product pages and conducted research to better understand the sensitive and often taboo challenges faced by individuals with a stoma.	
Tivoli (2017-2019)	We worked on enhancing the experience of purchasing Tivoli cards and aimed to replicate the Tivoli experience online. We developed both the eCommerce section and an event overview.	
	Additionally, I created a Tivoli-themed game on a map to generate new leads through a competition.	
Other client Mentions	B&O PDP Lotto App (Spilsammen MVP) Widex PDP & Campaign Oticon Jabra YouSee Email Design System Lego House - Dialog Program	Toyota Kvik Prototyping Danbolig - Campaign Material Ecco Concept Video Flügger Color Visualizer Stark Campaign SDC

## Education

2012 - 2016

Education in Media and  
Communication Roskilde

(eud/VET)

Completed 4 years with a grade of 12 (equivalent to A/excellent) and was awarded a medal.