



Emilie Ljungqvist

Freelance Senior UX Designer & Researcher

Emilie is a strategic Senior UX Designer & Researcher with a decade of experience working inside large, complex organizations across pharma, finance and IT. She combines strong business understanding with deep UX expertise, enabling her to create digital experiences that deliver measurable value for both users and the organization.

Her work sits at the intersection of UX strategy, user research, and product development. Emilie transforms qualitative insights, quantitative data, and behavioral patterns into clear design directions, validated concepts, and scalable digital solutions. She has extensive experience navigating enterprise environments, aligning diverse stakeholders, and ensuring that design decisions are grounded in evidence - not assumptions.

Emilie has built and managed large user panels (3,000–4,500+ participants), led end-to-end research programs, and designed intuitive user experiences across websites, apps, and internal systems. She excels at simplifying complex workflows, driving clarity in ambiguous problem spaces, and facilitating workshops that bring teams together around shared goals.

As a designer, Emilie is analytical, empathetic, and highly collaborative. She works seamlessly with product owners, developers, business teams, and leadership. She also contributes as a mentor, workshop facilitator, and strategic UX partner who ensures that user needs and business priorities stay aligned throughout the entire product lifecycle.

Contact

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Location

Copenhagen, Denmark.

Education

2014-2016

Master of Science in IT, Digital Design and Communication
IT University of Copenhagen

2010-2013

Bachelor of Arts, Communication and Sociology
Roskilde University

Course

Future Casting Course in 2019, from Copenhagen Institute of Interaction Design (CIID).

Emilie's appropriated skills from the course: Apply strategic foresight to identify emerging trends and weak signals, using scenario planning and speculative design to assess future impacts and translate uncertainty into practical, future-ready decisions.

Technical skills

Figma, Miro, Dovetail, Pendo, Maze, Hotjar, Veeva Vault, Java Script, HTML5, Jira, Confluence, Salesforce, Google Analytics, Lookback, Preely, Invision, Optimizely & SurveyMonkey.

Language

Danish, fluent

English, fluent

Experience

2025 -

Ljungqvist UX Consulting | Copenhagen

Freelance Senior UX Designer & Researcher

Here's how Emilie typically support teams through her core competencies:

- Applying AI-driven automation to analyze user behavior, optimize user flows, and support data-informed design decisions
- Strategic translation of user insights into clear product and design direction
- Evidence-based decision-making rooted in qualitative and quantitative research
- Creation of intuitive, low-fidelity wireframes, flows and prototypes
- Strong ability to simplify complex systems, processes and workflows
- Designing accessible, scalable and user-centered digital experiences
- End-to-end planning and execution of user research and usability testing
- High-impact workshop facilitation, including design sprints and co-creation sessions
- Effective stakeholder alignment across business, product and engineering
- Building and managing large user panels to support continuous learning
- Mentoring and supporting designers and teams in research and UX methods

2023 - 2025

Novo Nordisk A/S | Vandtårnsvej 108, 2860 Søborg

Senior UX Designer & Researcher

At Novo Nordisk, Emilie contributed to the COSMOS and DataCore product teams, where the core challenge was to simplify and accelerate the complex clinical trial setup process. She worked closely with domain experts and cross-functional teams to identify workflow bottlenecks and translate user needs into clear, intuitive design solutions that improved efficiency and reduced friction in trial initiation.

Her contributions included:

- Drove efficiency and clarity in user flows by applying AI automation to behavioral analysis and UX optimization
- Conducted user interviews and usability tests to identify workflow challenges
- Created personas, journey maps and service blueprints based on insights
- Designed wireframes, flows and low-fidelity prototypes for simplified trial setup
- Facilitated strategic design workshops and co-creation sessions with stakeholders
- Translated research insights and business goals into actionable UX recommendations
- Used qualitative and quantitative data to drive evidence-based decisions
- Collaborated with product managers, product owners, developers and business analysts for alignment
- Contributed to longterm UX strategy and improvement opportunities
- Mentored junior designers and supported colleagues in UX-and research methods

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Experience

2021 - 2023

PensionDanmark | Langelinie Allé 43, 2100 København Ø

UX Designer & Researcher

At PensionDanmark, Emilie was part of the UX Design Team, serving as UX Designer & Researcher. The main challenge was ensuring continuous and meaningful user involvement throughout the complete redesign of Pension.dk and PensionDanmark's app. To address this, Emilie established PensionDanmark's first user panel, engaging 3.000 participants to provide frequent feedback. Using these insights, she translated user needs into wireframes, prototypes, and tested solutions that were accessible, ensuring all users/members could easily interact with the digital services.

Her contributions included:

- Used AI automation to improve user flows through faster analysis, testing, and iteration
- Established PensionDanmark's first user panel with 3.000 users/members
- Conducted user interviews and usability tests to identify workflow challenges
- Created personas, journey maps and service blueprints based on insights
- Designed wireframes, flows and low-fidelity prototypes for simplified digital pension services
- Facilitated strategic design workshops and co-creation sessions with stakeholders
- Translated research insights and business goals into actionable UX recommendations
- Ensured continuous validation through iterative testing cycles
- Used qualitative and quantitative data to drive evidence based decisions
- Collaborated closely with project managers, developers and business analysts
- Contributed to longterm UX strategy and improvement opportunities

2017 - 2021

Nykredit A/S | Kalvebod Brygge 1-3, 1780 København V

UX Designer & Researcher

At Nykredit, Emilie led a project in collaboration with Spar Nord, focused on automating parts of the home loan process for homeowners. Working closely with a cross-functional team of developers, project managers, and business stakeholders, Emilie streamlined key workflows to reduce manual tasks, improve processing speed, and enhance the overall customer experience. The project emphasized efficiency, accuracy, and transparency, supporting Nykredit's commitment to innovative, client-focused financial solutions.

Emilie also led the development of the 'MineMål' app, which served as one of the key points of entry to the loyalty programme in Nykredit A/S. Emilie worked closely with a cross-functional team of developers, designers, content managers, and business stakeholders. The app was created to provide customers with an intuitive way to access the programme, track their progress, and engage with rewards across all devices. Emilie focused on designing a seamless interface that emphasized usability, clarity, and customer value, supporting the broader goal of delivering innovative, client-centric digital solutions.

Finally, Emilie led on the redesign of Nykredit.dk together with a large team of developers, project managers, designers, content managers, and line-of-business representatives, with the goal of enhancing user experience, streamlining navigation, and strengthening the brand's digital presence. By implementing a modern, responsive design, Emilie ensured the website was accessible across all devices while maintaining a clean and professional aesthetic. She introduced key improvements, including an intuitive information architecture, faster loading times, and an optimized interface for both existing and potential clients. Throughout the project, Emilie emphasized clarity, usability, and trust, reflecting Nykredit's commitment to innovation and customer-centric digital solutions.

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Freelance Senior UX Designer & Researcher

Experience

2017 - 2021

Nykredit A/S | Kalvebod Brygge 1-3, 1780 København V

UX Designer & Researcher

Her contributions included:

- Established Nykredit's first user panel with 4.000 customers
- Conceptualization of new digital housing loan and other bank related services via design thinking methods
- Applied strategic foresight to identify emerging trends and weak signals
- Conducted user interviews and usability tests to identify workflow challenges
- Created personas, journey maps and service blueprints based on synthesized insights
- Designed end-to-end wireframes, flows and low-fidelity prototypes for simplified digital housing loan services and the loyalty programme 'MineMål'
- Facilitated strategic design workshops and co-creation sessions with stakeholders
- Translated research insights and business goals into actionable UX recommendations
- Ensured continuous validation through iterative testing cycles
- Used qualitative and quantitative data to drive evidence-based decisions
- Collaborated closely with project managers, developers and business analysts for alignment
- Contributed to long-term UX strategy and improvement opportunities

2016 - 2017

Atea A/S | Lautrupvang 6, 2750 Ballerup

Service Designer

At Atea, Emilie defined and created a service design methodology and mindset from the ground. She supported Atea's key account managers to gain a closer relationship with their customers in retail, the public sector, as well as SMEs through service design methodology. Emilie was leading co-creating workshops with Atea's account managers, customers and end-users. She designed service design concepts for Atea's customers and their end-users.

Her contributions included:

- Defined and created a service design methodology and mindset from the ground up.
- Supported Atea's key account managers gain a closer relationship with their customers in retail, the public sector as well as SMEs through service design methodology.
- Facilitated co-creating workshops with Atea's account managers, customers and end users.
- Designed service design concepts for Atea's customers and their end-users.