

Daeyeon Kim

Experience Designer & Researcher

I am a digital designer uniting strategy and design to construct intuitive experience by collaborating with people rather than simply making designs in isolation. My work is centred in understanding user behaviours and emotional responses, consistently translating these insights into design decisions that address real human needs. I commit to continuous learning about evolving user contexts and developing solutions that resonate deeply with people, making meaningful differences in small but important ways.

EXPERIENCE

Digital Design & Communication, Novo Nordisk

November 2024 - Present, Copenhagen, Denmark

- Shipped digital products with wireframes, prototypes, and data visualisation
- Conducted user research and usability testing for design improvements
- Built and led digital product opportunity discovery process & workshop

User Experience Designer & Researcher, Stuckies

July 2024 - October 2024, Stockholm, Sweden

- Shipped new features on mobile & web app and usability redesign
- Designed and tested new design & accessibility for WCAG requirement
- Implemented UX writing through multiple rounds of testings & iterations

User Experience Designer & Researcher, Yennenga Progress

April 2024 - July 2024, Stockholm, Sweden

- Conducted human-centred research and shared clear & actionable insights
- Created prototypes and tested usability focusing information architecture
- Facilitated ideation workshops and set strategic vision of product

User Experience Designer & Researcher, Position Green

February 2024 - March 2024, Malmo, Sweden

- Focused user needs through research, analysis, and data visualisation
- Leveraged data-driven invites to inform design decisions
- Enhanced user experience and drove digital product design

User Experience Designer & Researcher, Fredrika Bremer-Forbundet

November 2023 - December 2023, Stockholm, Sweden

- Shipped website 2.0 with new visual identity in mobile & web app
- Led end-to-end research to design process with strategic direction
- Conducted in-depth research & co-creative workshop and visualised insights

Franchise Manager, Ssam

September 2019 - July 2021, Copenhagen, Denmark

- Managed and consulted restaurant franchise operation, ensuring quality standard
- Developed staff training programmes to improve customer satisfaction

Offline Marketer, Vespa Korea

October 2016 - March 2017, Seoul, South Korea

- Planned and executed experiential marketing events that increased brand visibility and customer engagement

Kimko

EDUCATION

User Experience Designer

2023 - 2025,
HyperIsland, Sweden

Market, Management and Anthropology (MMA)

2022 - 2023, University
of Southern Denmark,
Denmark

STRENGTH

Team Collaboration
Strategic Discovery
Shippable Research
System Thinking
Facilitating Workshops
Active Listening
Information Architecture
Visualising Outcome
Prototyping & Testing
Communication
Driving Initiatives
Experience Design
User Research

WORK

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CONTACT

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LOCATION

Andrea Brochmanns
Gade 7, 1. Mf., 2450,
Copenhagen SV, Denmark

Letter of Recommendation

Daeyeon Kim

UX- and Product Designer

To whom it may concern,

Throughout his internship within our Global Medical Affairs Digital Transformation team as a Digital Design Intern, Daeyeon Kim has consistently demonstrated maturity, ownership, and a product-oriented design mindset well beyond what one would expect from an intern-level position. Working across a variety of initiatives, Daeyeon became a trusted, proactive, and collaborative colleague whose contributions added tangible value to our digital transformation agenda within GMA.

He played a key role in a number of projects—particularly the early-stage innovation efforts driven through the IdeaForge concept—where his ability to structure complex problems, facilitate stakeholder engagement, and distill insights into actionable outputs was critical to success.

Among Daeyeon's core contributions were:

- Executing iterative user validation with a strong grasp of best-practice user research & design thinking methodologies, facilitating the translation of user insights into optimized product experiences.
- Developing service design blueprints and journey maps to identify systemic inefficiencies, supporting business stakeholders in aligning around future-state experiences, and enabling seamless collaboration between product managers and architects on data flows and product priorities.
- Producing intuitive prototypes and high-quality visual communication that improved clarity, buy-in, and the speed of decision-making across teams.
- Running and co-facilitating engaging ideation workshops and design sprints, helping to build momentum behind new product ideas.
- Navigating a highly matrixed organization and adapting to complex stakeholder environments with professionalism and a collaborative mindset.

What truly sets Daeyeon apart is his structured, thoughtful approach and his capacity to operate independently while maintaining high standards, enabling him to handle significant responsibility with confidence and reliability. Despite being early in his career, he approaches his work with a clear sense of ownership, proactivity and curiosity that reflects a product mindset well beyond his years. His ability to merge human-centered design with business relevance positions him as a high-potential candidate for future roles in product innovation and digital strategy.

We are confident that Daeyeon will continue to thrive in a dynamic, cross-functional environment and would strongly recommend him for future opportunities where design thinking and digital innovation play a central role.

Sincerely,

May 30, 2025

May 30, 2025

Mikkel Saxnæs Larsen

Mikkel Saxnæs Larsen
Director, GMA Digital Transformation
Novo Nordisk A/S

Kenrick Massesson

Kenrick Massesson
Data & Digitalisation Lead GMA
Novo Nordisk A/S