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A brief introduction

I am a 46-year-old creative professional residing in Brønshøj with my Portuguese girlfriend and our 4-year-old daughter. Outside of work, I enjoy a balanced mix of relaxation and play, both in digital and analog formats.

As a **Senior Creative Leader** with over 20 years of experience, I am deeply passionate about building high-performing environments where creative talent thrives. Throughout my career, I have evolved from a Lead Designer into a dedicated people manager, specializing in nurturing vibrant, high-trust cultures and scaling dynamic teams across global borders. I lead with **bravery, focus, and curiosity**, empowering designers to take creative risks that drive measurable business growth. By balancing strategic objectives with empathetic mentorship, I ensure that every individual on my team has the right conditions to deliver world-class, “brave” creative excellence.

Professional experience

With over two decades of experience navigating complex corporate landscapes and collaborating with diverse stakeholders, I have built a career centered on **creative leadership and talent development**. While my technical foundation is rooted in brand identity and digital design, my recent focus has been on the strategic management of creative studios and the people within them.

Head of Design | Better Collective

- Led and coached a multi-continental team of **20+ designers**, fostering a “OneTeam” culture characterized by high motivation and creative satisfaction.
- Successfully optimized studio workflows to meet the demands of a high-growth environment while maintaining a focus on individual well-being and professional growth.
- Served as a key member of the leadership team, contributing to the strategic direction of the brand and ensuring all creative output reflected a bold, cohesive vision.
- Impact Metric: Achieved a **+22% increase in brand awareness** through strategic brand advancement and the empowerment of a high-performing maker-team.

Skills (Leadership)

- | | |
|----------------------------------|--|
| ✓ Design Strategy & Vision | ✓ DesignOps & Scalable Processes |
| ✓ People Management & Leadership | ✓ Stakeholder Engagement & Executive Influence |
| ✓ Cross-Functional Collaboration | ✓ Data-Driven Design & Customer Insights |
| ✓ Design Systems & Governance | ✓ Mentorship & Talent Development |

Management milestone achievements

- ✓ **Team Growth:** I scaled the design team from 8 to 25 designers (**68% increase**) while simultaneously guiding the transition from an single-focused business unit to a multi-disciplinary team supporting a wider scope of business areas and a rapidly growing portfolio of brands. At capacity, I managed **23 direct reports**.

I introduced a refined hiring process that included custom-built trial tasks, ensuring we could evaluate both craft and problem-solving skills in ways that mirrored real project challenges. This helped us consistently secure top-tier candidates within our salary budget range.

- ✓ **Talent Development & Culture:** Once on the team, I prioritized nurturing growth across all levels, building clear development paths that allowed junior designers to progress confidently into senior roles (**resulting in 5+ internal promotions over 3 years**). A few standout senior designers were intentionally mentored and groomed for future leadership opportunities, laying the foundation for a resilient, scalable team culture where leadership emerged organically from within.

I introduced **monthly workshops and structured feedback sessions** to strengthen both professional skills and team resilience. And I oversaw the successful development and completion of BC's first-ever Design Academy, providing a structured platform for talent acquisition.

- ✓ **Interdepartmental Teamwork:** I facilitated a stronger alignment between Design, UX, DI, SEO, Development and Broadcast – enabling smoother workflows and a shared understanding of each department's contribution to business outcomes – which resulted in a **significant increase in cross-departmental collaboration**.

- ✓ **Design Excellence & Impact:** One of my key focus areas has been centered around elevating the quality and consistency of design deliverables, driving measurable improvements in both conversion and performance.

I implemented a data-driven design workflow in close collaboration with the UX and CRO teams, generating impactful results related to KPIs, including conversion, retention, and NDC's - with a **15% to 80% increase in performance across initiatives**.

- ✓ **Innovation & Future-Proof:** I championed a pro-active, forward-thinking approach to AI adoption within the Design department, positioning the team to leverage emerging technologies effectively. As a result, **all designers now integrate AI tools** into their daily workflows, enhancing efficiency and innovation.

- ✓ **Global Resilient Leadership:** I successfully led the entire department through periods of uncertainty, maintaining high delivery standards despite shifting priorities and structural changes. And a key role in navigating cultural and regional differences following a global reorganization, ensuring collaboration and cohesion across geographies by evaluating, optimising and establishing a "New & Improved" BC Design department which currently **serves more than 800 brands across 6 business areas, 19 countries and 4 continents**.

- ✓ **Strategic Influence:** I leveraged my expanded network within BC to influence long-term initiatives for key brands, including Futbin, where I spearheaded a rebrand and design-led CX initiative that elevated brand perception from 'functional' to 'innovative,' achieving **+16% brand awareness, +22 NPS**, and **+11% customer satisfaction**, alongside **double-digit revenue growth**.

Managerial responsibilities



Design Leadership

I was responsible for setting a clear design direction, establishing design principles, and ensuring alignment with overall business objectives.



Project Oversight

I oversaw all design projects from concept to completion. Managing timelines, resources and ensuring that design deliverables met quality standards and business goals.



Design Strategy

I developed and implemented a comprehensive design strategy that aligns with the BC's overall goals. This includes staying informed about industry trends, user needs, and technological advancements to keep the design approach relevant and effective.



User-Centric Focus

Keeping the end user in mind and championing user-centered design principles was one of my primary tasks. I ensured that the design team empathized with and understood the needs of our target audiences as well as the various market trends.



Budget Management

I was responsible for managing the design budget, including resource allocation, equipment, and tools necessary for the design team to perform effectively.



Team Management

I was responsible for managing, leading, hiring, training, and mentoring team members. And ensuring a positive and collaborative work environment that fosters creativity and innovation.



Quality Assurance

I ensured the consistency and quality of our collected design outputs. This involved conducting design reviews, providing feedback, and maintaining high standards throughout the design process.



Cross-functional Co-op

By collaborating with other departments, such as marketing, Digital Intelligence, Product management, SEO and UX I ensured that our design efforts aligned with the overall company strategy and integrated seamlessly with other functions.



Stakeholder Communication

I served as the key communicator between the design team and other stakeholders, such as executives, product owners, and partners. I helped facilitate and articulate design decisions and the value of design in achieving business objectives.

Education

I hold a **Bachelor's degree** in Identity Development from DMJX (formerly the Graphic Arts Institute of Denmark) in Copenhagen, where I graduated with honors in 2006. It's a 3 year bachelor program where I specialized in digital- and graphic design with an emphasis on developing visual identity packages.

Additionally, I earned a **Graphic Design degree** from Copenhagen Technical College (KtS), graduating at the top of my class in 2001. A 4 year technical and practical education program, where I specialized in graphic design and image retouching.

I also hold a **Certificate of Completion** from the English Embassy, awarded in recognition of successfully demonstrating proficiency through an advanced English language assessment.

Skills (Software)



Photoshop | Expert



Adobe XD | Expert



MidJourney | Advanced



Lovable | Proficient



Luma AI | Beginner



Illustrator | Expert



Acrobat | Expert



ChatGPT+ | Proficient



Gemini | Proficient



OpenArt | Beginner



InDesign | Expert



Figma | Advanced



Google Software | Advanced



Adobe Firefly | Advanced



Jira | Advanced