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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.

With over 20 years of experience in the creative communications industry, I have led and delivered projects of diverse scale and complexity, consistently driving measurable impact. My career includes senior roles as both Lead Graphic- and Lead Digital Designer, with a proven track record in shaping, maintaining, implementing and advancing brand identities. Leveraging a versatile design foundation, I translate strategic objectives into cohesive brand experiences across traditional and digital channels. My work has strengthened audience engagement, enhanced brand recognition, and supported business growth by ensuring every interaction reflects clarity, consistency, and creativity.

## Professional experience

I have worked with a diverse scope of stakeholders on a wide range of creative projects for more than two decades. During this period I have built a well-rounded portfolio that reflects my broad expertise. You can view a full listing of my professional accolades and career history on my Linked In profile, and a curated selection of my work is available on my Behance page. Both links can be found at the top of this CV. Including a link to a more in-depth summary of my responsibilities at Better Collective. Where I recently served as the Head of Design, and where I led a dynamic team of more than 20 designers based in multiple countries across several continents.

### *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 peak 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 Better Collective's first-ever Design Academy, providing a structured platform for skill advancement and knowledge-sharing across the team.

✔ **Interdepartmental Teamwork:** I facilitated a stronger alignment between Design, UX, CRO, 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 Digital Intelligence teams, generating impactful results related to KPIs, including conversion, retention, and new customer deposits - with a **15% to 80% increase in performance across initiatives.**

✔ **Innovation & Future-Proof:** I championed a proactive, 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.

On a side note, I also took responsibility for modernising the BC brand identity, ensuring it remained cohesive, contemporary, and forward-looking across all touchpoints. This involved refining visual elements, aligning messaging, and establishing clearer guidelines to strengthen brand consistency. I helped develop a multicultural foundation

that supports both internal communication and external positioning, enabling BC to resonate with diverse audiences.

✔ **Global Resilient Leadership:** I successfully led the entire department through periods of uncertainty, maintaining high delivery standards despite shifting priorities and structural changes.

I played 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.**

## 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)

### Design

 **Photoshop** | Expert

 **Adobe XD** | Expert

 **Illustrator** | Expert

 **Acrobat** | Expert

 **InDesign** | Expert

 **Figma** | Advanced

### AI + Misc.


 **MidJourney** | Advanced

 **Lovable** | Proficient

 **Luma AI** | Beginner

 **ChatGPT+** | Proficient

 **Gemini** | Proficient

 **OpenArt** | Beginner

 **Google Software** | Advanced

 **Adobe Firefly** | Advanced

 **Jira** | Advanced

## Skills (Leadership)

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

## Managerial responsibilities



### **Design Leadership**

As HoD I am responsible for providing visionary leadership to the design team. This involves setting a clear design direction, establishing design principles, and ensuring alignment with overall business goals.



### **Project Oversight**

As HoD I oversee all design projects from concept to completion. This involves managing timelines, resources, and ensuring that design deliverables meet quality standards and business objectives.



### **Design Strategy**

I have 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 is one of my primary tasks. I ensure that the design team empathizes with and understands the needs of our target audiences as well as the various market trends.



### **Budget Management**

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



### **Team Management**

I am 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 ensure the consistency and quality of our collected design outputs. This involves 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 ensure that our design efforts align with the overall company strategy and integrate seamlessly with other functions.



### **Stakeholder Communication**

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