

PROFILE

Experienced UX and digital designer with a background in web development. I work across research, user flows, prototyping, testing and optimisation, and enjoy making digital solutions easier to understand and use. My background combines UX, UI, development and data-driven optimisation, and I am currently taking a Mini MBA in AI.

TOOLS

Proficient

Figma · Trello · Adobe Creative Suite · Adobe XD · Office 365 · SharePoint · Jira

Knowledgeable

Lucidchart · Miro · LookBack · Preely · Hotjar · Clarity · Sitecore

LANGUAGES

Danish — Native
English — Fluent spoken and written

STRENGTHS

Versatile · Creative · Curious · Ambitious · Thorough · Empathic · Conscientious · Positive-spirited · Persevering · Extroverted introvert

ADDITIONAL ACTIVITIES

- Højskole at Ubberup Højskole — Sep–Dec 2016
- Board member, A/B CHR X — Oct 2011–May 2013
- Volunteer, student-driven bar — 2005–2009
- Volunteer, Skanderborg Festival — Aug 2012
- Volunteer, Roskilde Festival — Jun 2004
- Voluntary instructor, FitForKids — 2023

REFERENCES

Available on request — former colleagues and managers at Danske Spil, Novo Nordisk, Cspot, Trollbeads and Captre One.

ABOUT ME

In my personal life I enjoy spending time with family and friends, board game nights, festivals and a good coffee and chat.
I love travelling and my most memorable trips were to New Zealand and Japan.
I enjoy analogue creativity like sewing and crocheting, when time allows for it, and I like challenging myself with weightlifting and by participating in OCR races.

EXPERIENCE

UX Optimisation Specialist / UX Designer | Danske Spil A/S Jan 2021 – Sep 2026

- UX reviews and UX consultancy on larger digital projects
- Implementation of AI into the design process and creation of specialized agents
- Flow analysis and improvement
- Split testing, user testing, test plans and hypotheses
- UI design and UI consultancy
- Conversion Rate Optimisation (CRO) and reporting
- Vendor contact, task management and mentoring of student assistants
- Responsible for hiring and mentoring student assistants, testuser payments and invoice approval

Tools: Figma, Trello, Jira, LookBack, Preely, Hotjar

UX Specialist | Capture One Feb 2020 – Jan 2021

- Concept development and digital design / UX consulting
- User flow optimisation, journeys and UX/interface design
- Structure design, wireframing, mockups and prototyping
- Frontend development consultancy
- Selected results: flow optimisation and e-commerce product cards

Tools: Adobe Illustrator, Photoshop, Adobe XD, HTML, CSS

Frontend Developer & UI/UX Designer | Trollbeads A/S May 2017 – Feb 2020

- Concept development and digital design consulting
- Graphic elements, icons and user interfaces
- User journeys, UX design, structure design, wireframing and prototyping
- Frontend development
- Selected work: Trollbeads.com mobile experience, brand site, partner site and online events

Tools: SharePoint Online, Adobe Illustrator, Photoshop, Adobe XD, HTML, CSS, Node.js

IT Student Assistant & Intern | Novo Nordisk A/S Nov 2012 – Jul 2016

- Graphic production for presentations, LMS and Clinical Systems Toolbox
- Monthly newsletter layout
- SharePoint site ownership, maintenance and UI design
- Bachelor project: "Clinical Systems Toolbox" (2014)
- Thesis: "A study of social telepresence in a modern workplace" (2016)

Tools: SharePoint, MS Publisher, Adobe Illustrator, JavaScript

EARLIER EXPERIENCE

Intern | Cspot ApS · Jan 2012 – Apr 2012

IT Student Assistant | A.P. Møller-Maersk A/S · Sep 2010 – Nov 2012

Switchboard Operator | A.P. Møller-Maersk A/S · Jan 2008 – Sep 2010

Checkout Assistant & Retail Roles | Føtex, Lyngby · 2001 – 2007

EDUCATION

MSc in Digital Design & Communication (Cand.IT)

IT University of Copenhagen · Aug 2014 – Jun 2016

PBa in Web Development

CPH Business · Aug 2012 – Jan 2014

Multimedia Design & Communication

K-Nord (CPH Business) · Aug 2010 – Jun 2012

HF

NGG / Gentofte HF · Aug 2002 – Jun 2005

COURSES

Mini MBA in AI

In progress · 2026

Certified SAFe® 6 Product Owner/Product Manager

Course · 2023

User Centered Design (UCD) & Design Psychology

Course · Oct 2019