



Key Competences

Expertise

Product Strategy & Vision
Team Leadership & Mentoring
User Research & Heuristic Analysis
Prototyping & UI Design
Scalable Design Systems
Accessibility & WCAG Compliance
Stakeholder Collaboration

Tooling

Figma, Sketch, XD, Axure
AI/LLM Workflow Integration
Dovetail, Hotjar, GA, Power BI
HTML, CSS, JS, PHP
Adobe Creative Cloud

Languages

Danish
English

Professional Experience

ION Analytics | Lead Product Designer

2017 - Current | London, UK

- Leading the end-to-end design process, from research, problem formulation, validated designs to product launch, delivering intuitive and innovative financial products to global markets.
- Collaborating cross-functionally with engineering, sales, and c-suite stakeholders to develop compelling product experiences, resulting in key account renewals and increased sales conversions.
- Created the ION Analytics design system, establishing a consistent visual language that enabled 5 products to go-to-market in under 18 months.
- Driving forward, managing and leading several high-profile initiatives at different levels of scope, dealing with ambiguity by applying user-centred design principles.
- Expanding the design team by recruiting and mentoring designers, growing the team from 4 to 12 globally.
- Engaging in quarterly product reviews, scoping OKRs for key design initiatives, ensuring alignment with the product roadmap, company mission, and vision.

TalkTalk | UX/UI Designer

2015 - 2017 | London, UK

- Led the complete redesign of the billing and account management platform, enhancing user experience for 1.5m monthly active users, contributing to a 12% decrease in call centre volume.
- Partnered with product managers, developers, and stakeholders to define and implement an end-to-end order tracking system, ensuring alignment with business strategy and user experience.
- Conducted user research and transformed insights into wireframes, prototypes and high-fidelity designs, aimed at reducing call centre costs while improving customer satisfaction metrics.
- Designed, maintained, and documented robust components for the design system with WCAG-compliant standards, ensuring accessibility, brand consistency and scalability which supported a broad demographic of 600k weekly users.



Education

Westminster Business School

2016 | London, UK

PRINCE2 Project Management

Foundation & Practitioner

Copenhagen School of Design and Technology

2009 | Copenhagen, DK

Multimedia Design & Communication

AP Degree: Distinction

Portsmouth Faculty of Business & Law

2006 | Portsmouth, UK

International Business Studies

BA Hons: 2:1

Professional Experience

Spark44 | Digital Designer

2014 - 2015 | London, UK

- Crafting immersive interactive experiences for the successful global launch of the Jaguar F-Pace and XE models, rejuvenating the brand through compelling digital experiences.
- Managed design content across all digital channels for Jaguar's advertising campaigns, contributing to a 47% increase in social media engagement.
- Oversaw design from product launches to global press releases, from creative concepts to delivery of digital campaigns.
- Led creative and strategic brainstorming sessions, conceptualised ideas and transformed them into compelling digital experiences across all Jaguar Land Rover channels.

Your Favourite Story | Digital Designer

2011 - 2014 | London, UK

- Conceptualised and designed the first brochure apps for several of Mercedes-Benz's flagship passenger cars, successfully launched across iOS and Android platforms.
- Developed engaging social media content that boosted brand awareness and customer interaction, contributing to a 140% increase in brochure requests.
- Led the design and development of Mercedes-Benz's first fully responsive digital newsletter, engaging over 15k monthly users.
- Oversaw all design work for the Mercedes-Benz UK homepage, ensuring consistent visual language and adherence to brand guidelines for an audience of 1.2m unique monthly visitors.

Sophos | User Interaction Developer

2009 - 2010 | Abingdon, UK

- Designed and built UI components for a global cybersecurity platform, ensuring usability and scalability in an Agile environment.
- Building and testing UI components with users, writing clear, compliant and maintainable HTML, CSS and Java Script.