

Work

- September 2023 – Present **UX Team Lead @ Visma e-conomic** — *Copenhagen, Denmark*
 Currently overseeing the design work for the e-conomic SaaS product including our core accounting functionality as well as our Mobile, Integrations, and Purchase-flow features that support the accounting needs and workflows of 200.000+ business customers.
- Managing and coaching a team of 10 UX designers that are delivering on-time, high-quality work.
 - Overseeing recruiting and have grown the design team with three UX Designers.
 - Championing and advocating for strong UX presence in a Product Trio collaborative setup.
 - Defining and implementing a strategy for maturing the UX Design practice.
- Feb 2022 – June 2023 **Product Design Manager @ Meta** — *New York, USA*
 Oversaw the design work of 9 high-impact projects that drove increased revenue and down-market adoption of the Kustomer product.
- Managed a distributed team of 7 product designers that delivered on-time, high-quality work.
 - Helped recruit and grow the overall design team from 7 to 12 product designers.
 - Defined the long-term design vision and roadmap for two product teams.
 - Established half-year OKRs in collaboration with leadership and individual product teams.
 - Created a Design Sizing and Capacity Planning framework for improved workload estimation.
 - Organized and facilitated weekly design reviews/critiques as well as monthly design share-outs.
- Oct 2021 – Feb 2022 **Product Design Manager @ Kustomer (acquired by Meta)** — *New York, USA*
 Owned the design of Kustomer's Platform, Agent, and Channels experience.
- Managed a distributed team of 2 designers while leading the design work for 2 product teams.
 - Helped recruit and grow the design team from 4 to 7 product designers.
 - Hosted monthly Design Office Hours where designers presented on design-related topics.
 - Defined and shared our official design process at Kustomer with the broader organization.
- Sep 2020 – Oct 2021 **Senior Product Designer @ Kustomer** — *New York, USA*
 Owned Kustomer's Platform experience, enabling customers to set up simple automations, advanced workflows, and database management.
- Designed a reusable template gallery that increased feature adoption by 20%.
 - Led a team of designers and front-end engineers to build out and evangelize our design system.
 - Established the foundational design culture, principles, and values for the team.
- Sep 2018 – Sep 2020 **Senior Product Designer @ AIG** — *New York, USA*
 Owned the design and implementation of three web-based Insurtech software applications.
- Built out our WCAG-compliant design system from 0 to over 200 components.
 - Designed a workflow tool that increased underwriter productivity by 2x.
 - Designed an underwriting tool that drove a 10x policy creation.
- Jan 2018 – May 2018 **Product Designer @ Olapic** — *New York, USA*
 Drove the design work to improve the experience in the Content Engine of Olapic's SaaS platform.
- Produced an end-to-end design of a full product area that after implementation achieved an improved NPS score from -14 to +31 and increased customer retention by 28%.
- Nov 2016 – Jan 2018 **User Experience Designer @ Adapt Digital Agency** — *Copenhagen, Denmark*
 Led the design of three web- and four mobile app projects.
- Facilitated and led workshops with clients in various stages of the project work.
 - Designed and conducted user research, and formed user stories and user flows.
 - Worked closely with project managers and developers in an agile environment.
- Jun 2015 – Nov 2016 **User Experience Designer @ The Danish Road Directorate** — *Copenhagen, Denmark*
- Managed user experience design and research activities with a cross-functional team.
 - Coordinated and executed a beta testing program with over 200 external beta testers.
 - Improved the traffic app's user satisfaction score from 73% to 91%.

Mentorship & Teaching

- September 2023 – Present **External Lecturer @ IT University of Copenhagen** — *Copenhagen, Denmark*
- Co-lecturing the course Technical Interaction Design with a focus on Interaction Design theory and methods.
- Dec 2019 – June 2022 **Design Mentor @ Thinkful** — *New York, USA*
- Mentored several product design students at Thinkful in weekly 1:1 meetings.
 - Supervised user-centered design and agile processes and practices.
 - Facilitated critique sessions on the students' research, designs, and concepts
 - Shared industry best practices, engaging students at local community events, and motivated them to reach their goals.
- Aug 2015 – Jan 2018 **Teaching Assistant @ IT University of Copenhagen** — *Copenhagen, Denmark*
- Assisted in teaching lectures and leading hands-on exercises in five courses on interaction design, user experience theory and methods, usability, and agile development.
 - Supervised user-centered design and agile processes and practices.
 - Led critique sessions on the students' research, designs, and concepts.
 - Obtained an average student evaluation score of 5.8 out of 6.0 in all five courses.
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Public Speaking

- Feb 2020 **Invited Speaker @ UXDX Community Event** — *New York City, USA*
My talk was about functional and emotional customer value and how companies can identify, operationalize and measure the success of meeting these needs with their products.
- Oct 2019 **Invited Speaker @ UXDX** — *Dublin, Ireland*
My talk was about user story mapping and how using it throughout the development process can help companies achieve better shared understandings and more successful products.
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Education

Master of Science (MSc. IT) in Digital Design and Communication

IT University of Copenhagen, Copenhagen, Denmark

- Specialization: Service Design and User Experience
- Master's thesis: "Designing Services for Value Co-Creation".
- Teaching assistant in 3 UX courses.

Bachelor of Science (BSc. IT) in Digital Media and Design

IT University of Copenhagen, Copenhagen, Denmark

- Specialization: Interaction Design (GPA: 3.9)
 - Studied abroad for a semester at *The University of Pennsylvania School of Design*.
 - Teaching assistant in 2 UX courses.
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Languages

Danish: Native speaker

English: Fluent

German: Conversational (5 years of instruction with top grade)

Additional Information

Employment Eligibility Status: Eligible for Employment in Europe and USA.

Citizenship: Danish and US