

Digital Product Designer (UX/UI) with 10+ years of experience designing and shaping digital products.

I combine strong UX and UI craft with research, product discovery and strategic thinking. My motivation is the person at the other end of the screen, and my approach is solving the right problems for real people. I enjoy understanding complex problems and turning them into simple, usable solutions. I'm also an opinionated person, who believes technology should be accessible and humane.



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Exploring AI-assisted development CURRENT

- Working on several personal AI-assisted projects to explore how AI can help shorten the distance from idea → implementation, and where human involvement is needed as a critical part of the process.

Parental leave 2025-2026

Professional break 2024-2025

Design Lead FEATS.CO 2021-2023

Responsible for the product experience across the platform and part of the core leadership team. The work ranged from product discovery and strategy to hands-on design, managing a small, agile design team and shaping the company's mission, vision, North Star/OKRs and product direction.

- Led product discovery and design across the platform, connecting customer needs with product and business direction.
- Established initiatives to secure continuous user feedback
- Led the redesign of ~80% of the platform and introduced design initiatives to strengthen designer/developer collaboration.
- Hired, managed and mentored two junior designers.

Senior Product Designer ACTIMO/KAHOOT 2020-2021

Part of an agile team, partnering with customers, marketing, development and customer success to improve the employee experience platform through research, discovery and design initiatives.

- Designed and improved product experiences across the platform, from new features and user flows to broader product improvements.
- Identified product opportunities through customer insights, research and hands-on exploration, and helped translate findings into product decisions.
- Facilitated cross-department workshops and shared research and product insights across the company.
- Led the initiative to design and implement a flexible white-label design system supporting individual customer brands.
- Following Actimo's acquisition by Kahoot!, led a discovery project translating a strategic shift for the product into improvements, such as a complete navigation redesign still in use today (see selected project to the right) →

STRENGTHS

- Product Strategy & Discovery
- Research & Testing
- Prioritization
- Product Thinking
- Product Design, UX/UI
- Prototyping
- Figma & Design Systems
- Stakeholder Management
- Developer Collaboration
- AI-assisted Development
- Design Leadership
- Business Strategy
- Project Management

FEATURED PROJECT 2025

[From Spreadsheet to a React app with AI](#)

In 2025, my partner worked as a real estate photographer. Over the summer, I took over planning his routes, and booking appointments with sellers and estate agents.

After struggling with planning routes using Google Maps and a Spreadsheet,, I decided to build an app with ChatGPT to do the work for me.

Senior Product Designer

LEARNINGBANK

2019

Working as the sole designer in close collaboration with development, leadership and customer success to translate Learningbank’s “Learning Lifecycle” strategy into the working product. Designed and led a full, mobile-first redesign, resulting in the highest number of completed lessons in the company’s history at the time.

- Joined with a brief to identify “low-hanging fruits”, but made the case for redesigning the entire product based on the opportunities uncovered.
- Formed and worked as part of a trio of product management, design and development to translate research and ideas into the product.
- Helped redefine the platform through a mobile-first strategy, improving the learning experience for both employees and later, the admin for administrators.
- Introduced a scalable Design System to support the product going forward.



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LANGUAGES
Danish – Native
English – Fluent

Senior Product Designer

PEAKON

2019-2020

Digital & Product Designer

NAPP

2017-2018

Freelance Designer & Developer

2015-2016

Design Apprentice

ANIMA, 3F

2014-2016

Media Graphics Design

KØBENHAVNS TEKNISKE SKOLE

2014-2016

Web Development

ROSكيلDE TEKNISKE SKOLE

2012-2014

LEARNINGBANK Challenging the Redesign of a Learning Management System During my first week at Learningbank, I was asked to identify low-hanging UX improvements. Instead, I decided to recommend a full mobile-first redesign.	FEATS Finding Focus for a Professional Networking platform While working as Design Lead at Feats, over the summer of 2022, we realised the platform was trying to solve too many problems for too many different people.	ACTIMO Redirecting the roadmap for an Employee Engagement platform After Actimo was acquired by Kahoot! I was given the task to find out how we could make the platform easier for new customers to adopt.
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