



Career summary

I have extensive experience and passion for devising simple and elegant design solutions to complex processes for interactive global web applications and systems.



Work experience

Principal designer (UI/UX) | Gofore

Jan 2016 – present

- Lead in design and user experience on multiple international products and collaborating closely with stakeholders
- Facilitating workshops with clients and users to provide creative solutions
- Working closely with designers and internal and external development teams to ensure best practices and product output
- Creating design patterns in conjunction with stakeholders to enhance their brands
- Mentoring designers and other colleagues / stakeholders on agile methodologies and design

Senior user experience designer | ADP Ltd., International

Aug 2014 – Dec 2015

- Collaborating with stakeholders globally to analyse business needs and identify how they can be enhanced using web technologies
- Translate business requirements and user stories into visually excellent solutions
- Create designs patterns, prototypes and specify core components, specifically for use in international Human Capital Management SaaS range that includes payroll, talent and HR
- Run face-to-face client feedback sessions, interpreting results and implementing design iterations
- Supporting the development teams globally in standardizing design patterns across the solutions
- Collaborating and guiding several international product teams in use of design patterns, agile methods and accessibility
- Successfully infusing agile workshops and methodology within the UX team

Freelance | Google

Jun 2014 – Aug 2014

- Successfully providing solutions to info architect and implement the new internal and external websites for Google Digital Academy incorporating their brand identity and design patterns



Work experience (continued)

Senior user experience architect | Pegasystems Ltd., EMEA

Nov 2013 – Feb 2014

- Work in cross-functional global teams to create and improve usability deliverables within government agency enterprise applications using Pegas' Business Process Management
- Project leadership activities include creating and executing UX project plans, user interface configuration as well as liaising with the client to provide the best UX testing solutions
- Comprehensive technical training in the PEGA applications, business architecture, project management, 'decisioning' & methodology (agile, scrum & Pega) and achieved two certifications

Senior designer | IOVOX Ltd., London, UK

Oct 2012 – Oct 2013

- Principal designer for creating intuitive design concepts and improving user-experiences for call-tracking analytics SaaS applications for big-data analytics and lead-generation
- Translate business requirements / user stories into wireframes, storyboards thru to final visual designs and production with the IT team completing multiple project-cycles
- Advocating and standardizing an agile environment within the IT team
- Follow thru in the projects life-cycle; give guidance and collaborate with developers in cross-team agile processes to ensure that end-products match the design specifications
- Marketing and events production design and management

Principal visual UI/UX designer | Pole Star Space Applications Ltd., London, UK

Jan 2008 – Sep 2012

- Lead in UI/UX creative direction for the companys' satellite maritime vessel-tracking and global naval communication cross-platform SaaS applications
- Evangelising UX methods and translating user-centered design research and visual usability improvements to guide designs that saved a multi-million dollar international government project
- Conceptualising and creating high/low-fidelity user-flows and design user interfaces
- Solve complex problems with clean interface design and enhance product UIs in an agile environment, in collaboration with global stakeholders, other designers and developers
- Create and build brand guidelines for the company and its products
- Events management for several expos around the world



Work experience (continued)

Graphic UI designer | Xplana Learning, Boston, MA, USA

Jun 2004 – Jul 2007

- Conceptualise and design award-winning educational software interfaces (CMS, front-end, and admin) for major publications
- Liaise with the creative director abroad and guide other designers on interface designs
- Collaborate with the information architect on wireframes, storyboards, and prototyping
- Create marketing material and building the brand guidelines

Graphic production artist | PARTNERS+simons, Boston, MA, USA

Feb – May 2004

- Design and layout proposals for exhibition shows and marketing materials for various companies

Graphic production artist | Exit33 Creative Agency, Boston, MA, USA

Jul - Dec 2003

- Design and layout for both print and multimedia projects, such as display panels for trade shows, educational e-book interfaces, data sheets, and e-newsletters
- Manage a major-league sports website

Tutor / Teacher assistant | Massachusetts College of Art, Boston, MA, USA

Jan - May 2003

- Tutor web design for a class of beginner level art students



Education

- Bachelor of Fine Arts – Graphic Design | Massachusetts College of Art, Boston, USA
- High School Diploma | Copenhagen International School, Copenhagen, Denmark



Technical skills

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| <ul style="list-style-type: none">• Sketch• Invision• Adobe Creative Suite• HTML / CSS / JQuery• Brackets• Google Analytics / SEO | <ul style="list-style-type: none">• Omnigraffle / Visio / Axure• Balsamiq / Lucid Chart• Accessibility• Avid Xpress / audio editing• Digital photography• Camtasia | <ul style="list-style-type: none">• Jira / Trello• Confluence• MS Office / Sharepoint• Redmine / Fogbugz• iWorks• Wordpress |
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Languages

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| <ul style="list-style-type: none">• English• Cantonese | <ul style="list-style-type: none">• Danish• German |
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