

Resume

PROFILE

I'm a strategic leader who turns complexity into clear, trusted products or solutions. I translate insight and regulatory constraints into intuitive, scalable experiences—using rigorous analysis, quantitative research, and experimentation to validate decisions and measure impact. Comfortable leading cross-functional teams across product, legal, engineering, and communications, I balance creativity with disciplined execution to move metrics and build trust. I'm driven by a passion for solutions rooted in human needs, where data, technology, and business intersect to create meaningful outcomes.

MY JOURNEY

Over the past decade I've shaped insight and UX/product strategy across agencies, the public sector, and the pharmaceutical industry. I've led discovery and research, defined roadmaps, aligned business objectives with technology strategy, and supported platform scaling in regulated environments. Impact and role-specific results are detailed on the following pages.

 Dawn Health



SKRIVER

 Deloitte.

 DR

CERTIFICATIONS & EDUCATION

- 2025 ● Career Skills in Data Analytics | LinkedIn
- Change Management Foundations | LinkedIn
- 2024 ● Strategy and Influence in Product Development | Maven
- 2024 ● Health and Safety Training | Apropos Kommunikation
- 2024 ● Usability Engineering and IEC 62366-1 | Medical Device HQ
- 2021 ● UX Management Certification | Norman Nielsen Group
- 2015 ● SMART Coach | Sarah Tornøe
- 2006 ● MSc in Design, Comm. & Media | IT University of CPH.
- 2003 ● B.A in Graphic Design | Hoejer College

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HARD SKILLS

- Cross-Functional Leadership
- Data-Driven Decisions
- Product Lifecycle Management
- Change Management
- UX Research & Insight
- Stakeholder Engagement
- Creative Operations
- Human-Centered Innovation
- AI Integration/adoption

SOFT SKILLS

- Positive Mindset
- Emotionally intelligent leader
- Strategic Thinker
- Storyteller
- Innovative & Solution-Oriented
- Adaptive Resilience
- Collaborative Teamworker
- Coaching & Mentorship Ability

LANGUAGE

- Danish: Native
- English: Professional

Expereince



Principal UX Designer | Dawn Health | 2022 - 2025

Directed UX strategy and insights in regulated digital therapeutics, enhancing patient and HCP experiences

Impact & Results

- Led and facilitated discovery processes that guided development and ensured the successful global launch of three apps, including [Ekiva MS](#), empowering patients worldwide with multiple sclerosis and surpassing 100K downloads just in Germany
- Developed AI-driven journeys, boosting personalization and patient engagement
- Aligned stakeholders across product and data teams, accelerating market access and meeting patient needs
- Drove the selection of key metrics, enabling data-driven improvements and measurable outcomes



Sr. UX Designer | Novo Nordisk | Lighthouse | 2019- 2022

Led UX strategy for the SaMD electronic Patient Interaction Device (ePID), directly enabling faster data collection in clinical trials

Impact & Results

- Proactively transformed paper-based processes into a vital digital tool, dramatically increasing trial efficiency and data accuracy
- Led rapid, agile development by driving user-centric design and fostering strong cross-team alignment across clinical, regulatory, and product functions
- Successfully deployed the first ePID in a trial setting and enhanced its features for subsequent trials, enabling faster data collection and improved patient journey management and outcomes



Independent Freelance Consultant | 2018 - 2020

Delivered UX strategy and user insight consultancy to startups and corporates, enabling them to create user-focused digital products.

Impact & Results

- Led digital innovation initiatives that resulted in improved user engagement, increased product adoption, and enhanced customer satisfaction

DR**UX Designer | DR (Danmarks Radio) | 2015- 2018**

Led UX design and research across web and app platforms, delivering user-centered experiences that engaged millions with public service content.

Impact & Results

- Contributed to transforming DR's workflows from waterfall to agile, introducing iterative processes that enhanced UX design quality, team collaboration, and project delivery
- Designed impactful, accessible solutions for high-visibility projects—ranging from election coverage to children's content—meeting diverse audience needs and enhancing public engagement
- Demonstrated a strong ability to balance editorial, technical, and user perspectives, ensuring inclusive and meaningful media experiences

Deloitte.**Senior Consultant | Deloitte | 2012- 2015**

Played a key role in driving digital transformation and delivering strategic digital solutions that aligned business goals with user needs.

Impact & Results

- Managed key stakeholder relationships across business, marketing, and technical teams to drive digital initiatives
- Delivered strategic digital consultancy, transforming Deloitte.dk into a cohesive, user-centered platform aligned with business objectives and strategic goals
- Facilitated cross-disciplinary collaboration, ensuring design excellence, stakeholder engagement, and consistent brand expression

Additional experience includes roles as:

- **Sr. UX Consultant** at Manyone (Strategic design consultancy)
- **Art Director** at WatAgame (Gaming industry)
- **Digital Designer** at Gotlieb & Co (Creative agency).

Explore my full career and educations overview on [LinkedIn](#)