CAROLINE LEHMANN NELSON

UX/ UI & PRODUCT DESIGNER

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EDUCATION

2012 – 2015
BA, VISUAL COMMUNICATION – INTERACTIVE DESIGN
Danish School of Media and Journalism (DMJX), Copenhagen

2010 – 2012
AP, MULTIMEDIA DESIGNER
Copenhagen Business Academy (Cphbusiness), Kgs. Lyngby

AUG 2011 – DEC 2011
AP, 3RD SEMESTER, MULTIMEDIA DESIGNER
Mission College, Santa Clara, California, USA

- Photoshop / InDesign
- Intermediate Webpage Design
- Web Development with PHP & MySQL

2006 – 2009
STX, SPANISH A, ENGLISH A, FRENCH B, MATH B
Upper Secondary Education, Gribskov Gymnasium, Helsinge

WORK EXPERIENCE

References can be given upon request

MAR 2018 – CURRENT
USER EXPERIENCE (UX) DESIGNER
DFDS A/S

Responsible for UX initiatives, utilizing data and measurements, information architecture, research, customer experience, testing along with interface and product design within B2B, Freight Shipping and Logistics. From April 2019 focusing on digital projects for DFDS domain, also Passenger Ferries.

WORK AREAS AND ACHIEVEMENTS INCLUDE:

- Work examples: Creating new Help Center section for B2C + B2B, new Marketing communcation-channel section for lead generation, lead UX on Freight-Sales https://freight-sales.dfds.com/

- Securing the cross-platform usability and omni-channel touchpoints to empower the user and customer journey. On-boarding of 3000 users to the new platform.

- Design system and UI patterns to create solid and consistent interface designs across all platforms.

- Extensive validation with user testing and user feedback as means to verify and iterate on solutions, features and implementations.

- SCRUM, design thinking and lean startup are the primary used methods.

**FEB 2016 –
MAR 2018**

LEAD USER EXPERIENCE (UX)/USER INTERFACE (UI) DESIGNER
Lokalebasen.dk A/S | MatchOffice

In charge of all visual communication, managing design department (4 persons), main responsibility for the entire UX/Design process focusing on Conversion Rate Optimization. Leading the execution phases from research, business aspects, user-centred metrics, to conceptualization, Interaction/ Visual Design, prototyping, and assets delivery. Agile workflow (Scrum), English as primary language.

ACHIEVEMENTS INCLUDE:

- Raised Conversion Rate from **3.5%** (oct 2015) to **5.5-5.95%** (nov 2017), peaking 6.20% (oct 2017).

- Continuous improvement of UX cross-platform (mobile first), optimising the information architecture in navigation, link-setup, search function logic, and internal/external user flows. Conducting A/B tests and user research, focusing on omni-channel customer journeys to establish a user-friendly and seamless cross-device experience.

- Altered/streamlined the Visual Identity for Lokalebasen.dk/MatchOffice after merging, establishing visual parameters + guidelines to rebrand the core values, locally and globally.

WORK ASSIGNMENTS AND AREAS OF RESPONSIBILITY INCLUDE:

- Creating solid UX solutions + optimising existing, focusing on CRO through data, analysis, personas, ideation, A/B testing, SEO, and iteration.

- User insights/behaviour/heuristics/touch points, conducting wireframes, mock-ups, prototypes (hi/low-fidelity), and other UX deliverables uniting usability, accessibility, and legibility.

- Designing cross-platform UI/Digital Design (hi/low-fidelity) of major concepts/smaller features.

- Creating Graphic Design, print, and vast amounts of marketing materials for business initiatives and campaigns. Also, SoMe + strategies, Motion Design, micro transitions, and Video.

- Branding, value proposition, copy, communication, concept development, idea generation, design/brand requirements, and making short internal Visual/UX workshops/presentations.

- Testing implementations and validating results. Improvement of technical influential performance factors (tracking, parameters, device/browser, responsiveness, page-load, bounce-rate, etc.).

- Management of design department, leading/structuring/scheduling/goal-setting. Tutoring/educating 3-year design apprentice + design intern.

- Marketing (Content, Direct, and Remarketing strategies), B2B. Assisting in planning sessions and key internal meetings to define features, specs, and benefits of upcoming/future projects.

**SEP 2015 –
FEB 2016**

USER EXPERIENCE (UX)/USER INTERFACE (UI) DESIGNER
Lokalebasen.dk A/S | MatchOffice

In charge of all visual communication, main responsibility for the entire UX/Design process focusing on Conversion Rate Optimization. Leading the execution phases from research, business aspects, user metrics, to conceptualization, Interaction/Visual Design, and assets delivery. Agile workflow (Scrum), Danish as primary language. Responsibilities and tasks are the same as the Lead position, with less overall responsibility and minor management.

**OCT 2014 –
MAR 2015**

DIGITAL DESIGNER, INTERNSHIP
Dwarf Digital Bureau A/S

Enhancing products, idea generation, and concept development, assisting Lead Designers, producing Motion Design, Digital Design assets, various ad hoc design and business tasks.

DEC 2013 – MAR 2015

UX/UI DESIGNER + FRONT-END DEVELOPER
Miton Denmark, Freelance

Creating visual strategy, designing, developing, and implementing responsive Web Design. Assisting with Marketing ad hoc tasks and SoMe (Facebook).

APR 2012 – DEC 2014

DIGITAL/UX DESIGNER + FRONT-END DEVELOPER
High Performance Institute, Freelance

Optimizing and implementing responsive Web Design, creating Graphic assets and infographics.

APR 2012 – JUN 2013

DIGITAL/UX DESIGNER + FRONT-END DEVELOPER
2020 By Brüchmann / Peter Brüchmann, Freelance

Creating Visual Identity and Graphic assets, designing, developing, and implementing Web Design.

JAN 2012 – MAR 2012

MULTIMEDIA DESIGNER, INTERNSHIP
Berlingske Media A/S, B.T.

Creating, idea generating, and concept developing interactive web and news infographics, primarily in Flash + Digital Design assets for www.bt.dk.

OCT 2010 – AUG 2011

SALES ADVISOR/ASSISTENT
Hennez & Mauritz H&M, Kgs. Lyngby

Customer service, cashier, organising items, unpacking storage, various ad hoc.

OCT 2009 – AUG 2010

CARE ASSISTANT, DEMENTIA DEPARTMENT
PlejeGribskov, Helsinge

Elderly care at the dementia department through stimulation, activation, and nursing.

⚙ IT / SOFTWARE

☆ Adobe Photoshop	☆ Adobe XD	☆ Google Analytics
☆ Adobe Illustrator	☆ Adobe Animate	☆ HotJar
☆ Adobe InDesign	☆ Sketch	☆ Front-End (HTML, CSS, JavaScript)
☆ Adobe After Effects	☆ InVision	☆ PHP & MySQL (basic)
☆ Adobe Premiere Pro	☆ Axure RP	☆ CMS, spec. WordPress
☆ Adobe Audition	☆ Balsamiq	☆ Mailchimp
☆ Adobe Media Encoder	☆ Ableton	☆ MS Office
☆ Adobe Dreamweaver	☆ Cinema 4D	☆ Mac OS X / Windows PC
☆ Adobe Acrobat DC	☆ VWO	

💬 LANGUAGES

DANISH
100%

ENGLISH
100%

SPANISH
70%

FRENCH
55%

⭐ QUALIFICATIONS / COMPETENCES

- Digital/Interaction omni-channel cross-platform Design.

- User Experience (design), user metrics, journeys, information architecture, flowchart, HCI, wireframing, mock-ups, prototyping, Agile methods, front-end.

- Usability/heuristics, analysis, data processes, behaviour, mapping, functionality, personas, A/B + user testing.

- Communication, value proposition, copywriting, campaigns, strategies, SoMe.

- Motion Design (2D/3D), storyboard, video, audio.

- Visual Identity, branding, concept development, idea generation, touch points, product design..

- Graphic Design, semiotics, iconography, logo, print/offline, typography, photography, editing.

- Conversion Rate Optimization, Analytics, insights, technical setup, ideation, iteration, SEO (SMO/SEM).

- Marketing (Re-, Content, Direct), B2B/B2C, KPIs.

- (Project) management, goalsetting, structuring, planning, business metrics, stakeholders, tutoring.

❤️ PERSONAL

- ❄️ Alpine Skiing
- 🎧 Gaming
- ☀️ Travelling
- 🏊 Swimming
- 🎨 Creativity
- 🍴 Cooking & Gourmet