



Jonas Iversen

Senior UX/UI designer

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Resume

Building digital products is complex due to the dynamic environment and multiple stakeholders. Therefore, creating user-friendly and visually appealing user interfaces is a challenging task.

With over 15 years of experience in this field, I have learned that developing effective solutions depends on more than just skills and professionalism. It requires a culture of professionalism, collaboration, ownership, and pragmatism.

I am seeking an organization that truly understands and values the role and function of a UX/UI designer in software development. I hope to join a team of diverse professionals who collaborate to produce a product of which we can be proud.

As a colleague, I am cooperative, relaxed, analytical, and dedicated to following through on tasks.

- Over 15 years of experience in digital design and product development
- Team player who values a positive and dynamic environment with multiple roles
- Strong skills in UI and interaction design (Figma, Sketch, Principle)
- Strong in design systems and building component libraries
- Experience with frontend development (HTML, CSS, Javascript)

Work experience

2022 - 2023

Nuuday (TDC Erhverv)

Senior UX/UI designer and design system lead

I was hired at TDC Erhverv to mature the design system, which had recently been initiated based on the Material UI component library. With the knowledge and experience gained from building and implementing a custom design system at Stibo, I sought the opportunity to go through that very process once again with the opportunity of improving and taking advantage of my recent experience and knowledge. In addition to maturing the design system, my role involved promoting a more uniform design system mindset across teams and stakeholders, and influencing the design process and implementation of designs. As the primary driver of the design system, I was responsible for establishing design standards and guiding our products towards a more consistent approach, with faster implementation and robust solutions.

2019 - 2022

Stibo Systems

Senior UX/UI designer

At Stibo, I was part of a UX team consisting of 12 people with different roles such as UX/UI designers, UX architects, UX researchers, and UX writers. I joined the team in 2019 as a result of a strategic decision to transform the approach to software development. Following general trends in the industry, Stibo wanted to adopt a 'UX first' approach. I was involved in rethinking and redesigning new concepts for the UI of Stibo's suite of products.

My role on the team was to establish a design system and to design and build a component library (Figma) from the ground up. Additionally, I was responsible for ensuring consistency and aesthetics across UI elements across the various digital products. I participated in building prototypes, creating mock-ups, and finalizing UI designs for concepts, overseeing the handover to final implementation. At Stibo, I was challenged and excited to be part of such a large-scale project designing user-friendly interfaces for a complex domain and applications.

2016 - 2019

Peytz & Co

UI designer

In 2017, I joined Peytz & Co as a UI designer following the acquisition of my small startup. My startup became part of Peytz & Co's strategy to expand and head up a new satellite office in Aarhus, with the company's head office located in Copenhagen. As part of the creative department, I specialized even more in UI design and worked closely with dedicated UX designers and front-end developers on various digital brands and organizations, ranging from DR to local small businesses.

Having been self-employed previously, I was now privileged to learn best practices from skilled designers in the Copenhagen office. During my time at Peytz, I was involved in a diverse range of projects, including full website designs, mobile application designs, newsletter designs, and overall brand identity designs.

2008 - 2016

Create Inside

Partner & UX/UI design lead

As probably many other startups, we began our business in a small basement room. Fresh out of school, we were ready to take on the world with our 2-3 current customers, providing us with a pipeline of work for no more than a few months. During the following years, we expanded our pipeline of projects as well as our customer base and were able to hire talented colleagues along the way.

It was quite an adventure. We collaborated in partnerships with a variety of people and businesses. However, our main focus and expertise were in 3 key areas: 1) designing and implementing Drupal applications, 2) designing/building newsletter templates and setting up newsletter campaigns using our own email marketing platform (Mailpeople), and 3) web hosting.

Besides handling the everyday "running a small business" tasks, I was always the only designer in our company. Therefore, I was in charge of all design tasks, some front-end implementation when needed, initial pitches at new potential customers, handling customer support, and so on.

Key learnings from this period were experiences with taking on diverse design tasks and collaboration with colleagues and business partners in different roles. However, the key thing I learned as self-employed was to find solutions to problems. All sorts of challenges came up - from establishing and sustaining a customer base to hiring people and selling a business. The ability to find a way when problems arise is something I'll always take with me.

Education

Graduated in 2009

Multimedia Design Programme

Business Academy Aarhus

User interface design (UI), user experience design (UX), digital content, programming, and business understanding. Design and development of web solutions and mobile services, innovation and idea development.

Working with digital design since 2008.

Family & free time activities

I am married to Karina, who is a self-employed management consultant and part-time PhD supervisor at the University of Hertfordshire in the UK. Together, we have two sons aged 8 and 11. We reside in a suburb of Aarhus, near the lake in Brabrand. I enjoy the daily aspects of family life and am involved in many weekly activities. A significant portion of my time is spent on the football pitch as a coach for both of my son's teams. I also enjoy spending time with family, friends, or anyone willing to participate in activities such as paddle tennis, tennis, golf, snooker, motorcycle rides, or any other sports-related activities. Recently, I acquired my hunting license and am looking forward to spending many hours outdoors with this new hobby.