



## Cover Letter

**Hi there,**

My name is Dennis and I thrive in the sweet spot between people and systems. That's where I get my spark, always asking:

*What does the user really need? Where are we losing them? How can we make this flow better?*

My journey didn't start in design tools 🌐 it started on shop floors and on dance stages across the world. Selling fruit at ICA and judging lockin and streetdance in Singapore might sound worlds apart, but both taught me the same lesson: read people, create flow, build trust. That became the backbone of everything I do today.

As a UX designer 🎨, I've worked on projects like **Red Milk (a safety app)** and **Fastpool (a workforce management system)**. Both were complex beasts and my role was to make the complicated feel simple. I ran workshops, built prototypes, tested with real users and saw how the smallest design tweaks could change the whole experience. That's the magic I'm chasing.

But I'm not just UX. I've also been a project lead, a team manager, a customer service rep, and yes 🚀 even the guy making sure the shelves look perfect in-store. I've led teams, organized events, built digital processes and guided people through change. Always with clarity, structure and a little extra energy.

Today, I work in that space between **UX, agile leadership and customer experience**. You could call me a translator turning tech into human strategy into reality. I like spotting new patterns, questioning old ones and building structures that last.

I'm curious, solution-driven and social 💡 which means I connect with people quickly and build bridges between perspectives.

And honestly? I just love working. Digging into problems, throwing ideas around, and creating something that people actually use. That's my jam!

So who am I?

A mix of UX designer, agile project manager, retail pro, and streetdancer. Someone who brings energy, structure, and creativity — whether it's improving a system, leading a team, or inspiring people to try something new.

Let's build something that not only works, but feels right.

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/ Dennis