

# Elias Martin Christiansen

## UX & Product Specialist

Poland + Germany | mail@eliasixd.com | +45 52390119 | [LinkedIn](#)

Dynamic Product Manager and UX Researcher with over 2 years of experience at the LEGO Group, specializing in transforming user research into actionable product strategies and delivering impactful, user-centered solutions. I'm a native German speaker and I have researched and crafted customer journeys and solutions at the LEGO Group that have reached and impacted millions of consumers.

### AREAS OF EXPERTISE

UX Research	Project Management	Data Analytics	Software Development
Collaboration	User Interviews	A/B Testing	Usability Benchmarking
Figma	Jira / Confluence	PowerBi	JavaScript

### PROFESSIONAL EXPERIENCE

UX Researcher (Student Worker), the LEGO Group

Billund, 2023 – 2025

- Conducted remote user and market research for the world's most beloved brand, delivering actionable insights and performance indicators that empowered marketing teams and guided successful product innovation.
- Defined product vision and strategic requirements by conducting multi-market consumer research across the US, UK, and Germany, designing tailored digital survey experiences using the Bulbshare platform.
  - Enhanced stakeholder engagement with consumer insights by developing interactive, data-driven reports, synthesizing findings into actionable recommendations, and facilitating knowledge sharing using PowerBi.
  - Enabled evidence-based decision-making that optimized brand strategy and product development by curating and validating diverse data sources, and collaborating closely with senior teams, creatives, and LEGO's marketing agency.

UX Internship, the LEGO Group

Billund, 2022

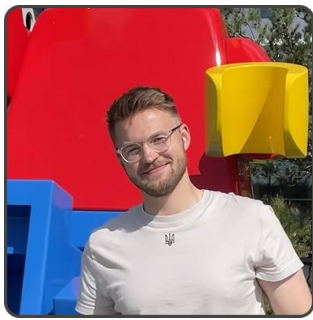
- Facilitated remote research, workshops, A/B tests, user interviews, and reporting initiatives across the LEGO organization, collaborating closely with senior marketing and product professionals to drive impactful outcomes.
- Designed and facilitated user research sessions to facilitate creative iteration and marketing strategy by senior teams.
  - Collaborated within a team of interns to independently manage projects, apply diverse qualitative and quantitative research methods, and present weekly findings to product and marketing teams including LEGO Group leadership.

### UNIVERSITY EDUCATION

Master of Science, Interaction Design | AAU

Aalborg, 2019 – 2025

- I specialized in developing innovative solutions for complex human-digital challenges using a Problem Based Learning approach, integrating user research and software development to align products with business goals and user needs. Over my 5 years of project work, I have gained hands-on experience applying SCRUM methodologies, managing project timelines, applying MoSCoW prioritization and facilitating stakeholder collaboration using tools such as Jira.
- Defined product requirements, developed software solutions, and iteratively refined designs over five years of project work to ensure alignment with user needs and business objectives.
  - Defined functional and non-functional requirements, contributed to system architecture decisions, and managed version control while coordinating software development through agile practices and digital collaboration tools.
  - Conducted market analysis, competitive research, and diverse user studies (interviews, A/B testing, heuristic evaluations) in both remote and in-person formats, to inform product decisions and drive innovation.



# Elias Martin Christiansen

User-Centered Product Specialist

✉ mail@eliasixd.com | 📍 Poland + Germany | 📞 +45 52390119

## A BIT ABOUT ME

Hej, I'm Elias! I have a deep curiosity for emerging technologies and a lifelong love of learning, traits that keep me inspired and growing every day - and with me comes my one-year-old cat, who supervises my every move during work-from-home days.

I thrive in collaborative environments where I can play a supportive role and help others shine, while also being passionate about more than just identifying problems; I love rolling up my sleeves and implementing data-driven solutions that balance user needs with business goals—whether in Figma or through code.

With a systematic approach to problem-solving and experience in Value Sensitive Design, I don't stop at surface-level fixes. I dig deep to uncover the root causes of product challenges and keep pushing until I find actionable insights that inform stronger prioritization and feature development.

Fluent in English, German, and Danish, I bring strong cross-cultural communication skills, active listening, and a Scandinavian design mindset focused on simplicity, functionality, and putting users first.

## REFERENCE AND RECOMMENDATION

“Looking for someone who can bring insights, innovation, leadership, warmth and humor to your team? Elias is your guy! What started as a short-term gig (Elias was a volunteer at LEGO World 2022) quickly turned into a valuable and lasting contribution to my research team at Our LEGO Agency - here we are 3 years later.

Elias took on a really wide range of responsibilities during his time with us. Scoping, planning, executing, and reporting research projects, always finding new ways to present findings that are not only insightful but also engaging. Whether it was using creative digital solutions or structuring our research efforts, his knack for technology earned him the well-deserved title of “the tech-guy” within the team. Elias lead projects at what can only be described as “faster-than-light” speeds, and he constantly found new ways for us to improve and deliver results that left us all wondering if he secretly had superpowers.

Over the past years, he has worked closely with various stakeholders within The LEGO Group and collaborated with the Bulbshare team to manage and deliver countless qualitative and quantitative studies (truly, we've lost track of how many). His ability to juggle multiple projects while always finding the time to help others in his team is nothing short of wonderful. He's also been instrumental in mentoring new interns, helping them get up to speed so quickly that they became confident, capable researchers in no time.

One of his standout qualities is his genuine interest in every project he takes on. Whether working remotely or in person, Elias always made it his mission to deliver the best possible experience for everyone involved - be it clients, colleagues, or research participants. Elias made it his personal goal to make reporting research findings more engaging, interactive and impactful and he succeeded!

Elias isn't just on his way to becoming an exceptional researcher and project manager—he's already someone who makes work more enjoyable and productive for everyone around him. He comes with my warmest recommendations. ”

- Thomas Visby Snitker

Head of Research, the LEGO Agency, the LEGO Group

thomas.snitker@lego.com