



Hej! I'm Elias, a UX Engineer who merges software development with user research to build products that are both technically robust and genuinely user-friendly. I'm powered by curiosity and dedication, I excel at uncovering user needs and translating research data into actionable insights that drive exceptional experiences.

I bring a "can do" mentality to your team and will ensure that everything we create meets the highest standards for a top-notch user experience. Please feel free to contact me and let's discuss how I can contribute to your mission!

Elias Martin Christiansen

Cand.scient **Interaction Design**

✉ mail@eliasixd.com

📍 Hamburg (DE) + Aarhus (DK)

📞 +45 52390119

ABOUT ME

I'm a creator by heart, so even in my free time I like to build fun things that solve problems. In my youth, I was a professional swimmer so I know that excellence doesn't happen overnight. I'm patient, open-minded, a good listener and a fast learner who speaks English, German and Danish fluently. I believe technology exists to serve humans and that it is my responsibility to help others to achieve their goals.

CORE SKILLS

- **UX Research & Data Analytics**
Planning and conducting UX research. Transforming qualitative and quantitative data into user personas narratives that drive product and business impact.
- **Prototyping & Frontend**
Applying iterative design methodologies and rapid prototyping to improve UX. Developing new bespoke user experiences using User Journeys, Figma and React.

MY GO-TO TOOLKIT

- **JavaScript, Python & PowerBi**
I build user-centered and data-driven solutions that make a meaningful difference for users. I specialize in translating insights into design decisions, ensuring that what I create is the best that it can be.

LINKEDIN • PORTFOLIO



/in/elias-martin-christiansen-ixd

eliasixd.com

PROFESSIONAL EXPERIENCE

UX Researcher, the LEGO Group

Student Worker, Billund, Denmark

2023 - 2025 (2 years)

Conducted and synthesized consumer and market research to provide actionable insights for marketing teams, directly informing the development of campaign materials and new products. Maintaining the LEGO brand as the most loved brand.

- Led numerous end-to-end research projects across US, UK and DE markets
- Delivered actionable consumer insights for global marketing initiatives
- Increased internal engagement with consumer insights through interactive reporting, hosting knowledge-sharing sessions and informal discussions

Planned and executed remote and in-person consumer research sessions, including *workshops* and *A/B-tests*. Developed comprehensive research reports and strategic recommendations using *PowerPoint*, *SharePoint* and *Miro*

- Expertise in designing innovative surveys using advanced mobile digital platforms such as Bulbshare and other social listening techniques
- Extensive data visualization and dashboard creation using *PowerBI*, *R*, *Python*

UX Internship, the LEGO Group

Internship, Billund, Denmark

2022 (6 months)

Extracurricular internship. I applied a diverse set of user research and design methodologies to support the creation of marketing material and digital experiences at the LEGO Group. Supported best-in-class brand development.

- Collaborated with global stakeholders to explore and solve UX challenges
- Used creative problem solving to find new ways of sharing consumer insights
- Reported and shared findings by implementing digital interactive reports
- Ensured authentic fan voices (data) informed product and marketing strategies

EDUCATION

Interaction Design, Master's Degree

BA + MA, Aalborg University, Denmark

2019 - 2025 (5 years)

Master's and Bachelor's degree in Interaction Design - with a Problem Based Learning approach facilitating projects each semester. Specialized in developing innovative solutions for complex human-digital interaction challenges.

In my Master Thesis, I wrote about Morphological Analysis as a design method to support hybrid physical-digital interfaces on the shopfloor at GRUNDFOS.

For my Bachelor's Thesis, I designed and developed an interactive installation that facilitates citizen engagement through innovative social interaction mechanisms for feedback collection using sensors, microcontrollers and a web server (*Flask* & *micropython*). My education focused on:


- Comprehensive software development coursework focusing on Frontend development across multiple programming languages (*JavaScript*, *Python*, *C#*)
- Conducting user interviews, heuristic evaluations, surveys, and *ethnographic studies* to understand user behaviors - including *A/B testing* and *multivariate testing* to optimize interface design decisions throughout many projects
- Applied structured, iterative design methodologies to systematically collect, analyze, and integrate user feedback into each stage of the design process, ensuring solutions addressed both business objectives and user values

Elias Martin Christiansen

Cand.scient. Interaction Design

UX Researcher & Frontend Dev

mail@eliasixd.com 

Hamburg (DE) + Aarhus (DK) 

+45 52390119 

A BIT ABOUT ME

My curiosity for new challenges and drive to carve my own path led me to pursue my university degree in Denmark after growing up in Germany. I'm excited by the unknown and dedicate myself to helping others make sense of the world and technology around them.

I specialized in Interaction Design to bridge the gap between user expectations and digital experiences. Rather than simply identifying where applications and services fall short, I focus on implementing meaningful solutions that enhance user satisfaction and business outcomes. My approach is rooted in systematic problem-solving. I investigate the underlying causes of design challenges and persist until I uncover actionable insights. In short, I make data tell stories that drive product change and business growth.

As a trilingual professional fluent in English, German, and Danish, I bring strong cross-cultural communication skills and a deep commitment to active listening. I thrive in collaborative environments where diverse perspectives drive innovation, and I'm excited to contribute this inclusive, solution-oriented mindset to your organization's continued success!

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