

# Gustav Krowicki

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## WORK EXPERIENCE

### The LEGO Group, Billund — *Student worker Digital Product design*

January 2025 - present

- Conducted qualitative interviews and concept tests to explore user needs in an ML-assisted internal product
- Synthesised research into clear problem framings and early interface concepts used to guide design direction
- Supported decision-making by translating user insights into concrete design implications for product and business stakeholders
- Worked within constraints related to data quality, tech-debt, algorithm behaviour, and organisational priorities
- Collaborated with designers, product manager, engineers, and data scientists to iterate on designs and align feasibility with user value
- Been a brickmate introducing another student worker to the design community within The LEGO group
- Consistently presented work and sparred with other designers in the crew pushing for a more collaborative culture.

### The LEGO Group, Billund — *Digital Product Design intern*

August 2025 - December 2025

- Led an initiative integrating offline sales data into an assortment tool to better support user decisions
- Conducted research to clarify metric definitions and reduce ambiguity across stakeholder groups
- Organised workshop and research activities to build shared understanding
- Ran concept tests on design experiments and iterated based on feedback in stakeholder-sensitive areas

### Dansk Motor Finans, Kolding — *Freelance product designer*

April 2024 - June 2024

- Partnered with Dansk Motor Finans to redesign and rebrand their enterprise SaaS product
- Redesigned navigation and key workflows in an enterprise SaaS product used for vehicle tax handling
- Balanced user needs with regulatory and technical constraints during the redesign

### Valtech, Aarhus — *UX design intern*

August 2023 - December 2023

- Designed wireframes and prototypes for a an operations platform and a B2B webshop focusing on transparency through the supply chain
- Applied qualitative and quantitative research insights to improve usability across key flows
- Participated in usability testing and design sprints, iterating designs based on feedback
- Communicated design decisions to stakeholders to align design work with product goals
- Collaborated with cross-functional teams to deliver consistent user experiences across projects

### AeroGuest, Aarhus — *UX/UI design intern*

February 2022 - June 2022

- Directed consumer-focused platform project within the travel industry, overseeing ideation to prototyping
- Conducted in-depth user research and UX analysis, pivotal for making informed, intuitive design decisions that enhance user satisfaction
- Enhanced B2B and consumer interfaces, focusing on usability and accessibility
- Designed for desktop and mobile interfaces. Maintained and developed design guidelines for both mediums

## PROFILE

Product Designer with proven experience designing complex, data-heavy internal tools for merchandising, supply chain, and ML-assisted products. I excel at translating complex processes into clear, useful interfaces while balancing user needs, business priorities, and technical constraints. Currently at LEGO working on internal digital tools supporting Assortment & Management, with hands-on experience conducting user research, synthesising insights, and collaborating cross-functionally to deliver value in ambiguous, early-stage contexts.

## SKILLS

User research | Journey mapping | Wireframing and prototyping | User testing | Stakeholder alignment | Product thinking | Communication

## TOOLS

Figma	PROFICIENT
Sketch	PROFICIENT
Miro	Intermediate
Google Analytics	PROFICIENT
Javascript	PROFICIENT
HTML & CSS	PROFICIENT

## LANGUAGES

Danish	Mother tongue
English	Fluent
German	B2

## SIDE PROJECT

### Cate it — Co-founder, Product Designer

March 2025 - present | [www.cateit.com](http://www.cateit.com)

- Co-founded a booking platform connecting food truck owners with event planners, shaping product vision and strategy
- Led user research to understand trust, commitment, and payment concerns among small business owners
- Made strategic product and business model decisions based on research insights and real-world constraints
- Maintained a shared product vision and clear priorities in a part-time founding team with varying availability and long-distance commuting
- Defined scope and priorities across a distributed team with limited time availability
- Designed and tested core UX flows and prepared a manual booking MVP ahead of soft launch

## EDUCATION

### Syddansk Universitet, Kolding, — *IT & Product design, MA*

August 2024 - present

Studies are focusing on fast-paced product development with active engagement from stakeholders and users. Projects can be seen on my Linkedin profile.

### Business academy Aarhus, — *Digital concept development, BA*

August 2022 - January 2024

During the studies I was focused on design thinking, design strategy, UX design.

### Swinburne University Australia, Melbourne — *Exchange*

February 2023 - June 2023

Focused on gaining an understanding of design in a cultural setting combined with gaining understanding of design principles.

### Business academy Aarhus, — *Multimedia design AP*

August 2020 - June 2022

Through the studies I was focused on gaining a technological understanding in design, and how those two practices contribute to each other.

### Berlin international university of applied science, Berlin — *Exchange*

October 2021 - March 2022

Focused on graphic design, combined working in a multicultural setting.