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Introduction

My name is Nicklas and I could very likely become a strong resource in your digital and/or data-driven business. My professional competencies include being able to structure data and create smooth user experiences in large information environments, design and manage the development of interactive digital products and having a general but firm grasp on webdesign and online marketing. I have a sharp eye for important details, I am highly organized in the work I produce, and, thanks to UCN and AAU as very group focused educational institutions, I am also an adjusted and fair team player in the larger perspective.

Motivation

My motivation with wanting to work with digital products started with websites but has since grown into an overall interest in all kinds of digital environments. Good design is not just functional but has the experience of the user as a beacon above everything else. This is something that is deeply integrated into how i reflect on my own work. Alongside my academic background I have a good understanding of practical frontend development from UCN (HTML/CSS/JS). I have recently started taking online courses for more in-depth takes on modern frontend development practices with the help of various web-based tools.

Quick facts

I grew up in the country. I play the guitar and produce amateur music. I love structure in everything. I enjoy to work out in the gym regularly.

Education

2019 to 2021 - Master's degree in Information Architecture and Persuasive Design at AAU

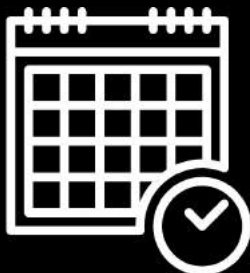2017 to 2019 - Bachelor's degree in Digital Concept Develoment at UCN

2015 to 2017 - AP degree in Multimedia Design at UCN

What are examples of my practical competencies?

User Experience

Information architecture
Persuasion principles
Interactive design

Management

Concept development
Data structuring
Project scope

User Research

Audience analysis
Prototype testing
Co-creation

Marketing

E-commerce strategy
SEO optimization
Ad campaigns