



# Mads Emmertsen

Cand.IT Digital Design

Risskov, Denmark

## Contact

+45 50717166

madsemmertsen@gmail.com

[Linkedin](#)

## Portfolio

[www.madsemmertsen.dk](http://www.madsemmertsen.dk)

## Skills

HTML

CSS

Qualitative Research

User testing

Information Architecture

Wireframing

Prototyping

Visual Communication

Design Thinking

## Software



XD



Photoshop



Illustrator



figma

## Profile

UX Design enthusiast with a versatile toolkit. I bring my analytical mindset and creative competencies in to play in everything i do. I've got experience with UX-research and UX/UI Design. Gathering insights into user needs and designing prototypes to test our ideas is cores to my work process. Being a part of a team with a common goal motivates me towards doing better and pushing myself.

## Work Experience

### **2022 UX & UI Designer, Internship, Rheasoft**

#### Tasks

- UX/UI Design for the CS-Aware platform
- Wireframing
- High fidelity prototyping in figma
- Identifying and organising the teams tasks

### **2022 Internship, Vilh. Nellesmann Handelsselskab A/S**

#### Tasks

- UX/UI Design
- High fidelity prototyping
- User flows
- Building website pages in Umbraco and HTML and CSS
- SEO copywriting

### **2022 Case Participant, Lead the Talent, Property Advice**

#### Tasks

- Market analysis
- Customer-research: Interviews
- Design of website
- Design of guides and landing pages for e-mail marketing

### **2021 SEO Specialist, Internship, Fauna**

#### Tasks

- SEO copywriting
- Designing website pages in Wordpress with Elementor
- User friendliness analysis of fauna's website
- Created two sitemaps of fauna's website

## **2019 Internship, Institute for Public Health**

### **Tasks**

- Video editing
- Planning and facilitating workshops and a conference
- Design and testing of a prototype for a digital learning material
- Creation of charts, graphics and illustrations

## **2019 Student position, Medtech Innovation Consortium**

## **Education**

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### **2018-2020 Master's Degree in Digital Design, Aarhus Universitet**

#### **Competencies:**

- Application of softwares for prototyping of UI and interaction design
- Planning and implementation of digital solutions
- UX Research methodology
- Broad knowledge of the interplay between people and digital media

### **2015-2018 Bachelor's Degree in Aesthetics & Culture, Aarhus Universitet**

#### **Competencies:**

- Communication
- Coordination and planning
- Project management

## **Courses**

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### **2021 Digital Coordinator, Google Success Online**

### **2021 Basics of Digital Marketing, Google Analytics Academy**

### **2021 Advanced Google Analytics, Google Analytics Academy**

## **Volunteer work**

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### **2017-2019 Assistant, Artist, Ulla Diedrichsen**

### **2016 Exhibition Assistant, Artist Group Piscine**

### **2013-2015 Stagehand, Skanderborg Festivalklub**