

## Kontakt

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## Mest repræsenterede kompetencer

Organization Skills

Project Management

User Interface Design

# Jonatan Daugbjerg Bjerrekær

UX/UI Designer | Helping Businesses Turn Complex Problems Into  
Seamless Digital Experiences | 3+ Years in B2B, User Research, &  
Interaction Design

Region Midtjylland, Danmark

## Resumé

Hi there! I'm Jonatan, a UX/UI Designer with a passion for blending creativity with functionality.

I hold a BSc in Technical Interaction Design (IxD), with a strong foundation in Human-Computer Interaction (HCI), User Experience (UX), and Interaction Design. My natural curiosity and tech-driven mindset, combined with a business-oriented approach, enable me to create impactful, user-centered solutions.

With over 3 years of experience designing B2B software, I specialize in crafting designs that are both intuitive and aesthetically pleasing. I'm skilled in user research, usability testing, and wireframing, always striving to simplify and enhance user experiences. My goal is to make technology more accessible and enjoyable for people.

Currently open to new opportunities, I'm eager to leverage my expertise to contribute to a company or project where I can make a meaningful impact. I'm highly motivated, results-driven, and committed to going the extra mile—both independently and as part of a team.

When I'm not designing, you can find me spending time with family and friends, traveling, or staying active through Karate and Bouldering. These activities fuel my energy and creativity, helping me stay balanced and focused.

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## Erfaring

Adtraction

UX Engineer

november 2023 - Present (1 år 9 måneder)

Aarhus, Central Denmark Region, Denmark

As the lead UX-Designer I;

Help analyze key business needs and requirements within different user groups. Balancing user needs vs. user wants. "Don't ask the customer what they want, watch what the customer does." - Jakob Nielsen

Work closely with developers, relevant stakeholders and product owners.

Collaborate with IT project manager around priorities and timelines.

Translates technical requirements into real world use cases and deliverables for our development team.

Help remove roadblocks to ensure an agile improvement in deliverables.

#### Viborg Karate Skole

Instruktør

februar 2012 - Present (13 år 6 måneder)

Viborg

Now once a week teaching people the art of selfdefence starting from the age of 4 to and well above the age of 40 || Co-organising multi-day international karate summer camps.

Skills learned/learning:

- Interpersonal and Communication
- Strong Management and Leadership
- Speaking in front of an audience

#### Adservice A/S

Overordnet designer

april 2022 - marts 2024 (2 år)

Adservice A/S has been bought and fused with Adtraction AB as of early 2024

As a Lead UI/UX Designer, I have:

- Single-handedly developed a design system in Figma for 4 big internal websites, saving time and effort and ensuring a consistent look and feel through all interfaces adhering to the brand image and design. Constantly looking for ways to improve the design system, incorporating new Figma features and UX best practices.

- A proven track record of designing and coding in Angular2 external websites for clients and internal for staff.
  - I worked closely with developers, ensuring high standards of UX through rigorous Quality Assurance (QA). Collaborating closely, I reviewed functionality and design meticulously, guaranteeing adherence to Adservice's brand design and common design principles and UX best practices. This collaboration resulted in consistently delivering exceptional user experiences.
  - I led the design, development and coding (Angular2) of new external websites for our clients with an average result in 8K new consumer leads for the client within the first two weeks, and an increase in website traffic and a 18% increase in leads generated on their website.
- Proven track record of developing and maintaining complex internal interfaces and salestools. I was responsible for the development and maintenance of four different internal systems in Figma, including the company's intranet, CRM system, and ERP system. I have a strong understanding of system development life cycles and I am proficient in Figma and front-end experience with Angular2 programming language and technologies.
- Redesigned internal and external email templates, resulting in a 22% increase in open rates and click-through rates.

No Zebra

9 måneder

UI/UX Associate

december 2021 - april 2022 (5 måneder)

Aarhus, Midtjylland, Danmark

Assists in Figma UI/UX Benchmarks for client websites, e.g. What works, what doesn't work and how can it be improved.

Internal IT-supporter and System Administrator

august 2021 - april 2022 (9 måneder)

Århus, Midtjylland, Danmark

Administration af mailsystem (tilføj/fjern/nulstil bruger) || Administration af No Zebras Teams, Adobe og andre licensyper || Diverse forfaldende arbejde

Skills learned/Learning:

- Willingness and quick thinking talent to adapt to new disputes arising in the work day
- Keeping a cool head under stressfull situations e.g. deadlines approaching
- Useful management ability through supervising various tasks including, but not limited to:
  - Licensing purchasing
  - Organize Microsoft Teams and other communication systems

**Sculpto ApS**  
**Product Designer**  
 februar 2021 - april 2022 (1 år 3 måneder)  
 Aarhus, Midtjylland, Danmark

Propose product concepts bi-monthly. Take the favorable suggestions to develop, iterate, test and produce suitable prototypes for mass production ||  
 Convey insightful and educational instructions to differently aged userbases

Skills learned/Learning:

- Management skills for small teams through co-op work on multiple projects with multiple people
- Successfully launched and developed -from the ground up- multiple products and carried them to market
- Ability to research quickly to become an expert in new topics bi-monthly e.g. Trebuchets and the mechanics and history behind them

**AdVendo**  
**UX Consultant**  
 november 2021 - januar 2022 (3 måneder)

Increased conversion rate by 15% after a UX design review with focus on optimization.  
 Co-Created new Visual Brand Identity

Hired by a local Start-Up as a UX-Designer to help with VBI and generally UX of their desktop and mobile version of website

**Viborg Hallens Motionscenter**  
 3 år 3 måneder  
**Junior Consultant Graphic- & Web-Designer**  
 marts 2019 - september 2020 (1 år 7 måneder)  
 Viborg, Midtjylland, Danmark

Converted 50+ legacy webpages to responsive design || Handles some composition, colour, illustration, typography and videography || Lead UX website designer

Experiences acquired include:

- User studies - e.g. A-B testing different UI elements
- Working independently – either at home or at the office
- Web content creation – For posters, AD campaigns and more

#### **IT-supportspecialist**

juli 2017 - februar 2019 (1 år 8 måneder)

Viborg, Midtjylland, Danmark

Responsible for everyday IT tasks like troubleshooting network stability and helped with tasks related to Microsoft Office

Experiences acquired include:

- Managing office equipment
- Clear-cut Troubleshooting
- Swift precise information gathering

#### **Bilka, Salling Group**

**Salgsassistent**

juni 2016 - februar 2019 (2 år 9 måneder)

Region Midtjylland, Danmark

Area of expertise was selling products only within the toys section with a promotion in 2017 leading to sales in multiple departments

Experiences acquired include:

- Established a customer-centric mindset
- Interpersonal communication skills e.g., Genuine persuasiveness
- Usage of POS software
- Ability to learn quickly and accept proper feedback

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## **Uddannelse**

Aarhus Universitet

Bachelor's degree, IT - Produktudvikling · (2018 - 2021)

Viborg Katedralskole

Gymnasieeksamen, Science, Team Danmark · (2015 - 2018)

Leith Academy, Edinburgh - Scotland  
High School · (2014 - 2015)