



Kalle Moen

Product designer

Experience

Senior UI/UX Designer

[I Will Teach You To Be Rich](#)

Sep 2017 - Present

- Got buy-in, created and implemented a design system company wide which increased the speed and consistency of our work drastically
- Sped up our logo design process from one month down to one week
- Built web products all the way from idea to code (working mostly with HTML/CSS/JS and frameworks like Foundation and Bootstrap)
- Recruited users and ran usability tests

Optimization Manager

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Oct 2016 - Sep 2017

- Managed a four-person team of designers and developers responsible for growing key steps of our marketing funnel
- Ran a large scale A/B-testing program that consistently increased key steps of our funnel by 50-100%
- Crafted the hook and built our Earning Potential Quiz, which turned into our highest converting lead magnet to date – increasing yearly leads by +150,000

Growth Designer

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Aug 2015 - Oct 2016

- Brainstormed and designed A/B-test wins that got us 50-80% increase on key steps of our funnel
- Did customer development, wireframing and visual design for web projects
- Worked with tools like Sketch, the Adobe suite, Google analytics, Kissmetrics and Optimizely

Digital Marketing Consultant

Freelance

Oct 2014 - Aug 2015

Over the last five years I've helped numerous companies with growth and marketing. The type of the work includes:

- Running paid advertising campaigns
- Optimizing on-page SEO
- Crafting \$12,000 email marketing campaigns
- A/B-testing and customer development

Education

Kristiania University Collage

Associate's Degree

Associate's degree in digital marketing and communication.

American Management Association

Training

One week in-person training: Management Skills for New Managers.

User Onboarding

Training

Full-day workshop on user onboarding with Sam Hulick and Hiten Shah.

Technical chops



HTML/CSS/JS



Python



Sketch



Pandas & Numpy



Photoshop



Indesign



Illustrator