



**Pia Helene Storm**  
Product Designer

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## SUMMARY

Product Designer (UX/UI) based in Odense, Denmark. I have a bachelor's degree in Digital Concept Development and an AP degree in Computer Science from 2012. I am passionate about creating impactful digital experiences for apps and the web, and have specialized in designing accessible solutions. I have experience from several projects implementing designs in HTML and CSS, and furthermore performing Software Testing (e.g. on solutions based on React.js).

## WORK EXPERIENCE

now -  
may 2022

### **Co-Founder & Product Designer | Ruth Calendar**

Ruth Calendar is an accessible digital planner app designed in close collaboration with people with visual impairments. From the beginning of the project, I have been responsible for:

- Recruiting potential end-users (individuals with visual impairments) for interviews and user tests
- Sketching wireframes and mockups in Figma
- Implementing the design in HTML & CSS, prior to handing it over to the project's developer(s)
- Software testing of the solution (system testing of React.js code and usability testing with end-users)

feb 2024 -  
june 2023

### **UX/UI Designer | The Royal Theater Ballet School in Odense**

In collaboration with a full-stack developer, I designed and developed an app for the costume department at the Royal Theater's Ballet School in Odense. The app provides their staff with an overview of the school's 1000+ costumes and the location of the costumes in storage. During the project, I was responsible for:

- Conducting user research among employees and volunteers in the costume department, to gain insight into wardrobe workflows and issues
- Sketching of wireframes and High-Fidelity Mockups in Figma
- Implementing the design in HTML & CSS
- Usability testing of the app with the head of the costume department and a volunteer

- System Testing of the code and Beta Testing prior to handing over the app to the school

dec 2019 - **Full-time parent**

jul 2012

During this period, I was a full-time parent for my two eldest children, Freja and Theodor. From 2018, they attended the Royal Theater Ballet School in Odense, and for a number of years I worked as a volunteer in the costume department, where I, among other things, made costume prototypes for the annual Christmas performance.

jun 2012 - **Teacher (web development) | AspIT Odense**

oct 2011

AspIT is an IT education for young people with Asperger's Syndrome, which supports them in entering the tech industry.

- Taught C#, web development and Joomla
- Developed a Joomla tutorial for educational use

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## EDUCATION

**Bachelor's degree in Digital Concept Development | UCL Odense (2022 - 2024)**

**Courses in Front-End coding | Coursera & Codecademy (2020 - 2022)**

**AP in Computer Science | UCL Odense (2009 - 2012)**

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## SKILLS

**UX Research:** competitive analysis, interviews, contextual inquiry, usability testing, user journey map, service blueprint, eye tracking

**UX Design:** wireframing, mockups, prototyping, visual design, AI for design, Copywriting

**Accessibility (WCAG 2.2)**

**Tools:** Figma, Canva, Wordpress, Framer, Trello

**Front-End coding:** Responsive webdesign, HTML, CSS

**Software Testing:** system testing (e.g. of React.js code), unit testing, beta testing