

# Lilla Pedersen

UI & UX Designer • Aarhus, Denmark

## Introduction

I am a recent multimedia design graduate specialising in UI & UX design. I am currently seeking a position where I can contribute my skills and knowledge to create exceptional online products.

## Experience

February 2023 – May 2023

### Freelance Web Designer | DropStop Hungary

I was hired as a contract employee to redesign the company's website. My responsibility was to plan and carry out the redesign project including:

- Reorganising the content and information architecture of the website
- Creating new interaction and navigation design
- Developing a new visual & site identity, and designing the UI accordingly

The new website launched in May.

January 2023 – March 2023

### UX & UI Design Assistant | DigiShares A/S

In this role, my focus was planning, carrying out and assisting in the redesign process of the company's blockchain tokenisation platform for investors. To complete my goal, I carried out the following activities:

- Conduct UX audit and research, define problem area
- Choose and execute development methodology
- Create user flows of tasks in the system and optimise them by applying data from research
- Build component library and redesign the platform's interface



## Contact info

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## Skills

### Design

Concept development | UX

Design | UI Design | Prototyping

| Design Thinking | Product

design | User research

### Soft

Adaptability | Problem solving |

Creativity | Detail-oriented

### Softwares And Technologies

Figma | FigJam | Jira | Adobe

XD | WordPress | Elementor |

Photoshop | Illustrator | HTML |

CSS | Generative AI

## Languages

English – C2 level

Danish – B1 level

Hungarian – native

## Education

September 2021 – June 2023

**Multimedia Design (AP)** | UCN, Aalborg

I gained valuable skills and knowledge in various areas of the field of multimedia design. The curriculum provided me with a solid foundation and practical experience in the following key areas:

- **UX Design** – I have developed a strong understanding of user centric design principles and methodologies. This involves my ability to conduct user research, develop empathy maps and personas and organise content and information architecture of digital products.
- **UI Design** – I gained experience creating intuitive and visually appealing interfaces for digital products, with the understanding of design principles and best practices that I gained throughout the program. I learned to apply my problem solving skills to develop wireframes and mock-ups for web-based products, and to create design systems and style guides.

September 2019 – June 2021

**Marketing Management (AP)** | CPH Business Academy, Copenhagen

Throughout the course, I worked in an international environment, where I was introduced to theoretical and practical knowledge about marketing, entrepreneurship, communication, and sales. By finishing the program, I gained qualifications in the following areas:

- Strengthening and developing companies' trade and sales promotion strategies
- Creating content for and managing social media channels
- Maintaining business relationships– Carrying out web-related tasks such as SEO

## Volunteer experience

September 2021 – June 2022

**Student ambassador** | UCN Ambassadors, Aalborg

I was part of a team of an international student organisation. The team's main goal was to organise various social events to improve the student life at UCN. My tasks were event planning, managing, and purchasing of supplies.