Lilla Pedersen

UX & UI Designer • Based in Aarhus

Contact

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Skills

Design

UX | UI | Product design |

Graphic design | User research

| User flows | Wireframing |

Mockups | User testing |

Design systems

Softwares And Technologies

Figma | Adobe CC suite | HTML

| CSS | WordPress | Shopify

Soft skills

Problem solving | Cross-

functional communication |

Adaptability | Creativity |

Analytical thinking

Languages

English – C2 (Fluent)

Danish – B1 (Intermediate)

Hungarian – native

Introduction

I am a UX and UI designer with experience in creating and improving digital products. I focus on making websites and platforms easier to use by understanding user needs and translating them into clear and well-crafted design solutions. I have worked on large-scale features from start to finish, from initial ideas and user research to the finished design. I enjoy working closely with both business teams and developers to ensure that the solutions both work well and look inviting.

Experience

January 2024 – January 2025
UX & UI designer │ Swap Language

I was part of the design and product teams, working under the Head of Design and the CTO. My duties consisted of:

- **Conducting user research** that aimed to define the solutions for new products
- Collaborating with the product team to **shape customer needs** through design solutions **using various UX methods**
- **Creating sketches, wireframes, and mock-ups** at different fidelity levels
- Taking part in stakeholder meetings and **presenting design solutions** and **facilitating feedback sessions**
- **Maintaining and scaling the Swap Design System** by building and documenting reusable UI components
- **Collaborating closely with the development team** during prototyping and UI component design
- **Preparing hand-off documentation of projects** and presenting design solutions to the development team

February 2023 – May 2023
UX & Web Designer │ DropStop Hungary

I was hired as a freelance partner for a visual identity and website redesign project. I carried out the following tasks:

- **Conducted a usability audit** to define the weak areas of the website and redefined the information architecture based on the data
- **Created and iterated on UI design** through sketches and wireframes
- Produced final mockups
- Built and improved the brand's visual identity
- Developed the website with WordPress
- Created promotional materials for various marketing channels (SoMe, email marketing)
- Optimised the website for search engines

January 2023 – March 2023
Product Design Assistant │ DigiShares A/S

In this role, I had to plan and carry out the redesign process of the company's investment platform. My areas of responsibility included:

- Conducting a thorough UX audit of the platform, and highlighting areas of improvement
- **Researching the problem area** (both desk research and **interviewing clients**)
- **Creating user flows** of tasks in the system and optimising them by applying data from research
- **Building a component library** with documentation of specs and use cases
- Redesigning the platform's interface
- Report directly to the product owner & took part in **feedback sessions** that were followed up by producing new iterations of solutions

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 **understanding of user centric design principles** and methodologies. This involves the ability to **conduct user research**, **develop empathy maps and personas and organise content and information architecture** of digital products. I have also gained practical experience with creating intuitive and visually appealing interfaces by producing wireframes and mock–ups, creating user flows and building design systems.

September 2019 – June 2021
Marketing Management (AP) │

CPH Business Academy, Copenhagen

I was introduced to both theoretical and practical knowledge in areas such as marketing, entrepreneurship, communication, and sales. I gained qualifications in **coordinating sales and marketing strategies across digital channels**, as well as p**lanning and executing SoMe campaigns**. I also developed skills in carrying out **web–related tasks, including SEO and website development.**