

# Mikkel Hvidtfeldt

27/05/1988

[www.mikkelhvidtfeldt.com](http://www.mikkelhvidtfeldt.com)



## CONTACT

### PHONE

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### LINKEDIN

[linkedin.com/in/mikkel-hvidtfeldt](https://linkedin.com/in/mikkel-hvidtfeldt)

## TECH SKILLS

### Wireframing and Design

- Sketch
- Figma
- Axure
- Adobe Photoshop
- InVision

### Coding

- HTML
- CSS

### Website Design

- Wordpress
- Drupal
- IBM WCM

### Work Processes

- SAFe Agile
- Design thinking
- Double Diamond
- Design Sprint
- SCRUM

## PROFILE

I'm a happy and enthusiastic guy who has a great passion for **User-Centered Design, Service Design, User Experience** and **Design Thinking**. I pretty much love everything about design - from Dieter Rams' 10 principles of design to Donald Norman's idea about involving the user in the design proces.

To me, design is not only about designing pixel-perfect screens but also about letting design have an impact on a strategic level and to challenge the existing solutions by trying things out, prototype experiences and products by treating yourself as an end-user.

## WORK EXPERIENCE [1/2]

*April 2020 to present date*

### Lead Experience Designer, Nordea

Design lead for developing the savings and investment experience in the mobile bank (app) and the netbank (web) by setting the strategic direction and formulating the roadmap.

*April 2017 to Mar. 2020*

### UX Designer, Nordea

Designing the savings and investment section in the mobile bank (app) and online banking (web) - including UX design, user research, and user testing.

*Aug. 2014 - Mar. 2017*

### UX Assistant, Wonderful Copenhagen

Assisted in creating digital concepts and campaigns about Copenhagen as a tourist destination.

*Aug. 2016 - Oct. 2016 (maternity cover)*

### Digital Designer, TV 2 Danmark

Created and conducted workshops and other design research initiatives with the purpose of integrating the concept of Design Thinking.

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## KEY SKILLS

- Diplomatic
- Strategic
- Result-driven
- Persistent
- Adventurous

## PERSONAL

I live in Nørrebro, Copenhagen together with my girlfriend, Anne Kathrine. She works as an HR consultant in the Danish Ministry of Justice. Together we have a little boy called Willie. With a small kid in the household, there are plenty of tasks on the to-do list but I try to make time for my interests: **Music**, **Festivals**, **Skiing**, **Football** and **Running** the streets of Copenhagen with fellow runners from NBRO - a running community based in Nørrebro.

## WORK EXPERIENCE [2/2]

*Feb. 2016 - Aug. 2016*

### **Intern, Innovation Centre Denmark in Seoul**

Created a series of articles about Danish female entrepreneurs in cooperation with Ladies

*Feb. 2015 to Sep. 2015*

### **UX Student Assistant, BRFkredit**

Assisted in building [BRF.dk](#) by conducting UX-review, wireframing and structuring the information architecture. Based on principles of Mobile First.

*Jan. 2014 - Aug. 2014 (maternity cover)*

### **Web Editor, Jyske Bank**

Created content for [jyskebank.dk](#) - including doing UX review, developing landing pages and creating new site areas

*Jun. 2013 - Jan. 2014*

### **Student Worker, LEGO**

Managed LEGO's Youtube channels for the Nordic-Benelux markets and kept track of the performance by using Youtube analytics.

*Feb. 2012 to Jan. 2014*

### **Student Assistant, Jyske Bank**

Helped the web editors with updating and maintaining the websites of Jyske Bank

## EDUCATION

*2014 - 2017*

### **MSc in IT - Digital Design & Communication**

IT University of Copenhagen, Denmark

*Aug. 2014 - Mar. 2017 date*

### **BA in Information Studies**

Aarhus University, Denmark

*Spring 2013*

### **Exchange student in IT management**

Stockholm University, Sweden

*2004 - 2007*

### **High School graduation (mathematical)**

Støvring Gymnasium, Denmark