

# Nicolai Mortensen

UX/UI Designer —

## FEATURED EXPERIENCE

### Too Good To Go | Product Designer

Nov 2023 – April 2024 (6 Month Contract)

Did qualitative discovery research such as card sorting & interviews to map user needs.

Redesigned and usability tested new features to optimise usability and comprehension, and integrate branded products in the Deliver section of the app.

Currently redesigning the information architecture of the Delivery tab of the app to increase retention and purchase rates in the app.

### Issuu | UX Designer

Jun 2022 – Jun 2023

Design system component creation, documentation, critiquing and quality assurance.

Did qualitative user research such as interviews & usability tests to ensure my designs met the user needs.

Designed features for a social post editor that enabled users to easily create and share social media posts. [↗](#)

Critiqued and co-ideated on designs with designers and stakeholders, and presented new features to 80+ colleagues

### SimplyJob | UI/UX Designer

Jan 2019 – Sep 2021

Did a job app redesign, that decreased the sign up bounce rate, made it easier to apply for jobs and improved the quality of the CVs. [↗](#)

Redesigned a dashboard to modernise the visual identity, made it responsive, and enable hiring managers to hire faster. [↗](#)

Designed a B2B website, that led to over 600 self-signups the first two months.

Designed a MVP website version of the existing job app, that led to 5000+ new users within the first month.

### SimplyJob | Brand Designer Intern

Oct 2018 – Dec 2018

Investor presentations, concepts and visual design of post and ads on Instagram, Facebook and Google Ads.

### Findbank.dk | Digital designer

Jun 2017 – Aug 2018

Optimized design and usability for features and landing pages, collaborated with developers and did quality assurance.

Redesigned a bank dashboard, to make it responsive, modernise the identity and improve the workflow for bankers that uses the interface.

Visual design for social media and ads.

[More experiences on LinkedIn →](#)

## SKILLS

### Design

Sitemaps • User Flows • Wireframing • Prototyping • Design systems • Design presentations • Copywriting • Brand strategy • Quality assurance

### Research

Desk research • Questionnaires • User interviews • Affinity maps • Empathy maps • Personas • User journeys • User stories • Card sorting • Usability testing

### Tools

Figma • Figjam • Miro • Adobe Creative Suite • Principle • Pen and Paper • Jira • Confluence • Trello • Zeroheight • Storybook

### Coding

HTML & CSS • Vue.js • WordPress • Bootstrap

## EDUCATION

### Amsterdam University

User Experience Design | 2016

### Københavns Erhvervsakademi (KEA)

Brand Design | 2015-2017

### Københavns Erhvervsakademi (KEA)

Multimedia Design | 2013-2015

## COURSES AND AWARDS

### Avocademy

UX/UI Design | 2023 [↗](#)

### The Designership

The Ultimate Figma Masterclass | 2022

### SimplyJob

Employee of the Year | 2019

## CONTACT

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