

Design leader with **18+ years in product design and UX/UI leadership**, scaling teams, systems, and design operations across growing organisations. Today I lead **4 designers across 6+ product teams** — hiring and coaching talent, aligning design with product and engineering, and improving product outcomes through research-led, cross-functional work. Currently focused on **AI-era design leadership**.

EXPERIENCE

Element Logic

Head of Design · promoted 2025 · 2024–Present · Norway

- Grew the design team from 2 to 4 — hired 2 senior designers, one of them full-stack with research capability — and coached a designer to senior level.
- Took design system adoption from near zero to 100% across the product portfolio.
- Set the team's first customer satisfaction baseline, at 83%.
- Previously, as Senior UX Designer, owned design strategy for eManager — the flagship AutoStore robotics interface — aligning 5 engineering teams behind one vision.

Futurehome

Design & DesignOps Lead · 2022–2024 · Norway

- Professional lead for a 9-person group: 6 designers, 2 researchers, and a UX analyst.
- Lifted the app store rating from 2.0 to 4.5 through research-led redesign and WCAG-compliant delivery.

VCC:Live

Design Team Leader · 2020–2022 · Remote

- Built the team from zero to 3 and shipped a design system covering the full desktop application — inside one year.
- Introduced UX research practices and metrics that tied design to business outcomes.

STRENGTHS

LEADERSHIP	Design leadership · Org & team strategy · Hiring · Mentorship · Executive alignment
PRODUCT	UX research · Usability testing · Prototyping · UI design · Accessibility (WCAG)
SYSTEMS	Design systems · DesignOps · Information architecture · AI-era strategy
TOOLS	Figma · Storybook · Miro · Jira · Claude, Claude Code & Design

SPEAKING

20+ international keynotes — NDC, Øredev, TDC, Heapcon, We Are Developers World Congress, HelloStavanger, React Day Berlin, DDD Europe & more — on design leadership, UX psychology, and AI-era design ops.

EARLIER

Senior Product Designer, GoTo / LogMeIn · Senior Project Manager, Supercharge · Senior Business Analyst & UX Designer, IBM · Development Team Leader (12 engineers), Commsignia · Senior Project Manager, Almotive · Scrum Master & UI Developer, NNG · 2007–2020

EDUCATION

MBA, Budapest University of Technology & Economics · 2010–2013
BA, Business & Marketing, University of Hertfordshire · 2004–2008 · top marks