



# Andreas Ibsen

## Experienced UX Designer

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12+ years of design experience with B2B SaaS, including for specialist domains. I'm very hands-on, researching, designing and frontend-coding/prototyping in close collaboration with devs, POs and stakeholders to the benefit of users first and businesses second.

## WORK EXPERIENCE

### Senior Product Designer

@ EcoOnline + CHYMEIA, 2018 – 2024

UX team of one on Almego (specialist B2B SaaS for authoring chemical safety documents), with a consistent user satisfaction score above 4.5 of 5, the best across the entire EcoOnline software portfolio.

Completely overhauled the Almego UX, and UI code, designing several big, key features from the ground up, making the software (and company) much more attractive for sale, earning owners +35 million DKK.

Contributed to sales – and cross-product design team including design system and high-priority AI projects.

### User Experience Specialist

@ KMD + Charlie Tango, 2015 – 2018

Lead designer on KMD XForm NextGen web form editor. We designed it from the ground up with an international team. Designing also for KMD WorkZone. Charlie Tango is one of the leading design agencies in Denmark.

### Interaction Designer

@ Capevo, 2013 – 2015

Designing government grade web form/self-service tools (XForm) in close collab with PO and developers. Conceptualized and designed a new form editor from scratch to help the company stay relevant. Consultant on customer projects, including Danish authorities.

### User Interface Designer

@ Tangora Software, 2011 – 2012

Designing and researching for web content management system. Redesigned several parts of the UI including for new features, consistency and modernization. Contributed to mobile app.

## KEYWORDS, INTERESTS (A-Z)

Agile dev • AI exploration • B2B services • Bootstrap • Balsamiq • Close collaboration with devs • Concept development • Design systems • Figma • Hands-on HTML/CSS • Interaction design • Navigation design • Prototyping in code (JS) • Research • Responsive web design • Usability testing • Webapps • Wireframing

## EDUCATION & LEARNING

### Msc and Bsc in Informatics

@ Aalborg University, Denmark, 2005 – 2010

An interdisciplinary study in human-computer interaction combining computer science (programming, algorithms, databases) with communication studies, design, usability etc.

### Courses and Conferences

- Designing Complex Apps for Specialized Domains (NNGroup course)
- Design Matters conference (several times)
- UX Camp Europe + Copenhagen (several times)

## PERSONAL

I live with my girlfriend and young daughter. I'm into bicycles, underground electronic music, spare time UX projects, vegetarian cooking.

Values and Workplace preferences:

- Ethical goals and a humanistic stance
- Trust, sincerity, openness, curiosity, humbleness
- Flat organizational structures with small teams, fair, clear and accountable owners and management, little bureaucracy and administrative overhead to allow focus on the actual design work
- Enough dedicated time for personal immersion in work and to complete tasks to satisfying standard, thus no constant task switching or rushed deadlines