



Jesper Ørstrup Christensen

Senior Product Designer (UX/UI)

Summary

I'm a Danish Senior Product Designer with more than 8 years of experience creating digital products that balance user needs, business goals and technical constraints. My work spans startups, enterprises and regulated healthcare. In my previous roles, I have taken responsibility for UX and UI from early research through to production-ready solutions. I'm motivated by complex problem spaces and enjoy bringing structure, clarity and momentum to cross-functional teams. I am particularly strong at turning user insights, requirements, and constraints into clear, usable product experiences, and I use AI in my design process to strengthen research and explore ideas more broadly. Colleagues describe me as calm, analytical and pragmatic in my way of working.

Work experience

Advanced User Experience Designer - Novo Nordisk

Jan 2024 - Present (on garden leave)

Led UX and UI for an AI-powered product that enabled people with a rare condition to perform a complex procedure safely without prior training.

- Drove end-to-end design from early concepts to production-ready solutions in a regulated environment.
- Brought structure and clarity to complex design processes and helped the team make well-informed decisions that accelerated project progress.
- Worked closely with data scientists and clinical experts to shape AI functionality that supported medical decision-making.
- Facilitated a pivotal design sprint that aligned the team around a new direction during an intense phase. Received a Novo Nordisk Spot Award for "outstanding contribution" and "impact under uncertainty."
- Planned and conducted patient usability studies with medical devices, working software and high-fidelity Figma prototypes.
- Created patient-facing instruction materials and onboarding videos to ensure clear and accessible communication.

Value created: Delivered steady progress on a strategic, high-complexity AI product by combining user insights, structured design work and close collaboration in a regulated setting.

User Experience Designer - Lobyco / Coop Denmark

Mar 2020 - Aug 2023

Led the UX work on Coop's Scan & Pay service, used by over one million customers and accounting for more than 20% of all in-store transactions across Denmark.

- Designed key flows across the Coop app, employee tools and store processes in a large, operationally complex ecosystem.
- Carried out extensive UX research in stores to understand real customer behaviour and employees' daily routines.
- Designed core functionality, including fraud-prevention features in the employee app, leading to faster operations and a more stable in-store experience.
- Contributed to major feature releases such as one-time age verification, a redesigned scanning experience and card payments on self-checkout kiosks.
- Collaborated daily with product owners, developers and UI designers to turn insights into solutions ready for implementation.
- Mentored three UX student assistants who all later became full-time hires.

Value created: Improved the shopping experience for over one million customers by strengthening key self-service flows and reducing friction across the Scan & Pay ecosystem.

Contact

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Skills

UX research · Systems thinking · Interaction design · UI design · Prototyping · Usability testing · Design systems · Design strategy · Cross-functional collaboration · Stakeholder management · AI-supported design

Tools & tech

Figma · FigJam · Miro · Adobe Creative Cloud · Jira · Azure DevOps · Analytics tools · AI-supported workflows · HTML & CSS (basic)

Key achievements

Led UX and UI for an AI-powered product at Novo Nordisk that moved the solution toward clinical readiness.

Improved the shopping experience for over one million customers using Coop's Scan & Pay (20% of all in-store transactions).

Built the design foundation at Graduateland and improved key conversion rates across the platform.

Received recognition awards at Novo Nordisk and Graduateland for impact and strong collaboration.

Languages

Danish (native) · English (fluent)

Work experience (continued)

Lead Product Designer - Graduateland (acquired by JobTeaser)

Mar 2018 - Jan 2020

Served as the sole designer at a startup and led UX and UI design across the full product lifecycle for Europe's largest career platform for students.

- Owned end-to-end design for core platform features such as job search, employer tools, onboarding flows, and job posting funnels, and improved both usability and key conversion rates.
- Introduced UX research and design methods that strengthened product quality and increased user adoption across the platform, including a 30% rise in completed signups.
- Acted as interim Product Manager for three months, where I coordinated roadmap priorities and cross-functional planning. Recognised as Employee of the Quarter for my impact and collaboration.
- Established the company's first QA and design review practices, which improved design consistency and reduced post-release issues across the platform.
- Supported multiple startup functions including design strategy, research, UI design, QA and user support.
- Onboarded new employees and mentored junior designers as the product team grew.

Value created: Built the foundation for design at Graduateland and improved critical user journeys by strengthening product quality, workflows and adoption across the platform.

Junior UX Designer - STRØM WORKS

Nov 2017 - Feb 2018

Worked in a small digital agency delivering web and mobile solutions for external clients.

- Supported pre-sales and project delivery by conducting UX research and producing flowcharts, wireframes and interactive prototypes.
- Participated in client meetings and helped prepare presentation materials.
- Collaborated closely with senior designers and developers across several projects.

Junior Consultant - Innofactor

Oct 2013 - Jun 2016

Advanced from student assistant to Junior Consultant delivering UI and UX design for Microsoft SharePoint solutions used by public and enterprise clients.

- Produced wireframes, mockups and UI specifications for large-scale digital solutions.
- Worked with consultants, developers and stakeholders to translate business requirements into usable interface designs.

Education

MSc Digital Design & Communication - IT University of Copenhagen, 2017

Graduated with high distinction (GPA: 10.3 / 12)

Exchange Programme - University of Technology Sydney (UTS), 2015

Courses in interaction design, animation and global information systems

BSc Communication & Informatics - Roskilde University, 2014

Specialisation in Humanistic Technology (HumTek)

Courses & Certifications

AI for Designers - Interaction Design Foundation (IxDF), 2026

How to Build Agentic AI Workflows for Product Design - IxDF, 2026 (Master Class)