

Sara Katerin Korsgaard Hansen

UX / UI / Concept & Product Designer

Resume

Designer with 13 years of experience in improvement and delivery of end-to-end UX/UI design for software and apps.

Skillset

- UX/UI and user-centered design
- Design Thinking and UX Research
- Product thinking and business understanding
- System thinking (design systems and libraries)
- Communication and presentation
- Graphics and brand design

Work experience

JFM, Odense UX / UI Designer | jan. 2024 to aug. 2026

UX, UI and features for JFMs news sites, DirekteSport.dk, and internal AI based editorial tools. GulogGratis' design guides, visual identity, as well as redesign and new features for their website.

TV 2 Danmark, Odense UX / UI Designer | 2020 - 2024

UX, UI, concepts and features for TV 2s free apps; Nyheder, Sport, Vejr and tvtid. Cross-product focus; exploration and implementation of new visual identity, that enhanced usability, intuition and visual interfaces.

Encode, Odense UX / UI Designer | 2019

UX/UI design of smart marketing-flow software that simplify and streamlines the customer work progresses by optimizing planning and production development. Work with complex data hierarchy and automization.

MV-Nordic (Vitec MV), Odense UX / UI Designer | 2017 - 2018

UX, UI and graphic design for products to help dyslexic users: CD-ORD Mac and Windows. IntoWords app (iOS and Android). MiVo, Grammateket and web-applications. Usability test. Vector illustrations and visual identity.

Edentic ApS, Odense UX / UI Designer | 2017

UX, UI and graphics to a website for Legoland Billund Resort, NemAdvokat, NT Pendler-tjek, Billetmrk.dating, etc. Usability test and SEO optimizing. SoMe strategy, content, online marketing, blogging and video content.

Guloggratis.dk / Deal.dk / JFM Academy, Odense UX / UI Designer | 2014 - 2016

UX, UI and adaptive web design. Visual identity, campaigns, SoMe strategy, content and blogging. Responsive design, new navigation and payment flow (Deal.dk). SoMe, online and offline campaigns (JFM Academy).

Education

PBA, Digital Concept Development UCN Technology & Business, Aalborg 2011 - 2013

// Rewarded UCN Business & Technology Award 2013

Multimedia Design | NOEA Technology & Business, Aalborg 2009 - 2011

Marketing & Multimedia | HHX, Skive Handelsskole, Skive 2006 - 2009

// Take a look at my projects, recommendations and online resume

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Contact references

Jeppe Fjordside, Product Owner | TV 2 Danmark	30 10 02 51
Kristina Scheer, CTO | MV-Nordic (Vitec MV)	28 96 10 30
Kasper Baagø Jensen, CEO | Edentic ApS	28 44 37 10
Kamilla Harritsø, CEO | Gul&Gratis.dk	24 28 37 71

Skills

Figma, Sketch, Miro, Preely, Jira, Claude, ChatGPT,
Photoshop, Illustrator, Indesign, InVision, Zeroheight, Craft,
Trello, Balsamiq, Microsoft apps

Who is Sara Katerin?

Passion for leaning

And that is why I work in a field where UX and UI trends never sleep. I love new challenges and working together with others to learn new things.

Daily dosage of creativity

To draw and design has always been a part of me. I happily challenge myself in new art styles and tools - and I always have a personal project going on.

Work process

I adapt quickly to a new work environment, and I do not mind shaping and optimizing a design process. I can work independently, but I am also used to involve stakeholders, engineers and other designers in the process.

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