

# HI! MY NAME IS RASMUS STEEN RASMUSSEN

A 41 year old Dane based in Odense. My passions are problem-solving and getting electrified every day by delivering great digital design to user hands. I like space, technology, design, mountain biking, music and most important of all - enjoying life!

I have 15 years of experience working with digital media and and I have had pivotal roles in several start-up projects (both as a hired gun and as a Co-Founder) such as Calendize, GMeet, Vimpl, Resecond and Intercare. I have also had key roles at Ekstra Bladet and Calldorado. I am currently working as Freelancer.

## SKILLS, EXPERTISE, COURSES & CERTIFICATES

Mostly recognized for...

### Skills:

- Figma
- Sketch
- InVision
- Photoshop
- Illustrator
- InDesign
- After Effects

### Expertise:

- App design
- Web design
- User interface design
- User experience design
- Graphic design
- Visual identity

### Courses:

- “Become The One to Listen to” - A course in presentation techniques by Birgitte Dam Jensen
- UX Expert Tools - A course in UX Design by Rune Nørager (Behavioral & Design Psychologist, CEO)
- Usability Tests - A course in UX Design by Rune Nørager (Behavioral & Design Psychologist, CEO) (Course certificate on its way...)

### Certificates:

- Advanced Google Analytics
- Figma UI/UX Design Essentials
- UX Strategy Fundamentals
- UX Research for Apps: User-centric from Concept to Launch
- After Effects - Motion Graphics & Data Visualization
- UI UX Design Patterns - by University UX Instructor
- Building Design System in Figma from Scratch - UI UX Mastery

# WORK EXPERIENCE

JAN 2023 - ?

FREELANCE DESIGNER AT RSRDESIGN.DK

JUN 2022 - DEC 2022

DESIGN SYSTEM CONSULTANT AT INTERCARE APS

The mission at Intercare is to make private healthcare more transparent and accessible. Intercare is building the first international two-sided healthcare platform designed for patients and hospitals/clinics of all sizes. Healthcare providers can use the software to design, set up and manage a storefront that has a global reach.

My primary task is to design user interfaces and the user experience and my main responsibility is on maintaining the Design Language System.

Technical demanded skills for this job includes, Figma, Adobe.

RESPONSIVE DESIGN // DESIGN SYSTEM // FIGMA PROTOTYPING

NOV 2021 - MAY 2022 - MATERNITY AND SELF-SELECTED LEAVE

FEB 2021 - OCT 2021 - PRODUCT DESIGNER AT CALLDORADO APS (APPS)

FEB 2020 - MAR 2021 - UI DESIGNER AT CALLDORADO APS (APPS)

At Calldorado, the mission is simple: to enable app owners to become successful in the app economy by improving the lifetime value of app users. In this position I design the apps with a focus on product innovation, experimentation and business optimization.

My primary task is to design user interfaces for all the different apps within Calldorado's product portfolio. My main responsibility is on 6 of the apps that serve millions of users world wide.

Technical demanded skills for this job includes Sketch, Figma, Zeplin and Moqups.

USE CASE SCENARIOS // FLOWCHARTS // APP DESIGN // DESIGN SYSTEM // SKETCH PROTOTYPING // ZEPLIN // AGILE DEVELOPMENT // COMPETITOR ANALYSIS

JUN 2018 - DEC 2019

LEAD DESIGNER AT RESECOND (DESKTOP & MOBILE)

Resecond is a digital platform designed for recycling shops, who are aiming at getting more customers to visit secondhand stores and to increase revenue from secondhand stores. In this position I have developed the user journey for both customers and shop employees, product design and overall user experience. Furthermore, I have delivered mock-ups and InVision high-fidelity prototypes for both customers and shop employees.

Technical demanded skills for this job includes Creative Suite 6 (Photoshop, Indesign, Illustrator, InVision and Sketch).

USER INTERVIEWS // PERSONAS // USE CASE SCENARIOS // FLOWCHARTS // PROTOTYPES // VISUAL IDENTITY // CONCEPT DEVELOPMENT // WEB DESIGN // APP DESIGN // ATOMIC DESIGN SHEET // INVISION APP PROTOTYPING // SKETCH PROTOTYPING

**JUN 2015 - JUN 2018**

**DIGITAL DESIGNER AT EKSTRA BLADET (DESKTOP & MOBILE)**

As a part of the UX team at Ekstra Bladet, we work to ensure that the products at Ekstra Bladet work as well as possible for our users. We do this by experimenting with new features/design changes and measure both the use of our products and their performance.

My primary task is to design EB's and other digital interfaces eg. LiveScore and Ekstra Bladet+. For this I use Sketch, Adobe CC 15 (Photoshop) and InVision to showcase design prototypes.

Technical demanded skills for this job includes Creative Suite 6 (Photoshop, Indesign, Illustrator, InVision and Sketch).

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Honors & Awards

- Best of Scandinavian News Design May 2017 honor description; Bronze medal winner - LiveScore
- Best of Scandinavian News Design 2016 Mar 2017 Honourable Mention (Apps) Ekstra Bladets Nyheds app

**DEC 2014 - MAY 2015**

**UI & UX DESIGNER AT GMEET.IO (DESKTOP & MOBILE)**

Redesigning the app within the field of user experience and user interface design. Furthermore, I have developed a new visual identity.

Technical demanded skills for this job includes Creative Suite 6 (Photoshop, Indesign, Illustrator, Premiere)

USER INTERVIEWS // PERSONAS // USE CASE SCENARIOS // FLOWCHARTS // PROTOTYPES // BETA TESTING // THINK ALOUD // AGILE DEVELOPMENT // VISUAL IDENTITY // CONCEPT DEVELOPMENT // WEB DESIGN // APP DESIGN // ATOMIC DESIGN SHEET // INVISION APP PROTOTYPING

SEP 2014 - DEC 2014

FREELANCE GRAPHIC DESIGNER AT WORLD WIDE WORKERS APS

Redesigning the design manual according to the visual identity of their website. I assisted with the visual development of their brochures, business cards, ads etc.

Technical demanded skills for this job includes Creative Suite 6 (Photoshop, InDesign & Illustrator)

VISUAL IDENTITY // ART DIRECTION // GRAPHIC DESIGN

JAN 2014 - SEP 2014

WEB DESIGNER AT ONLINEPLUS APS (DESKTOP & MOBILE)

I have in my work as a web designer at OnlinePlus worked with clients ranging from small one-man businesses to large companies. In this position I have handled numerous of customer meetings to clarify, how to optimize their online marketing more efficiently etc. through analyzing their conversion rates and thereby adjusting it for better results and through optimizing the user interface design in general.

The technical demanded skills for this job includes Creative Suite 6 (Photoshop, Indesign & Illustrator) and Wordpress knowledge and UX/UI design insights.

WEBDESIGN // UX // UI // GRAPHIC DESIGN

MAR 2013 - DEC 2013

GRAPHIC DESIGNER & UX CONSULTANT AT VIMPL.COM (DESKTOP)

Vimpl is a lean project management tool where you can build your own virtual projects and work on projects in real-time with people around the world. I have provided graphics, mock-ups, wireframes and developed the visual identity.

The technical demanded skills for this job includes Creative Suite 6 (Photoshop, Indesign & Illustrator) and UX/UI design insights.

USER INTERVIEWS // PERSONAS // USE CASE SCENARIOS // WIREFRAMES // PROTOTYPES // AGILE DEVELOPMENT // VISUAL IDENTITY // WEB DESIGN // APP DESIGN // STORY- CENTERED DESIGN // UX // UI

**JAN 2011 - JAN 2013**

**CO-FOUNDER & CCO AT CALENDIZE.COM (DESKTOP & MOBILE)**

Calendize is the most complete and intuitive solution to a complicated problem: a one-stop shop enabling you to discover, follow and share all calendars that interest you, whether it is your favorite band, football club or the private calendar of your running team.

Paddy Cosgrave, founder of the Web Summit says about the Danish startups (2013):

“We are pleased that six amazing young technology companies from Denmark is attending the Web Summit in October: Calendize, The Eye Tribe, Rebeloid, Swipes, Wallmob & Hello World Mobile. The quality of the participating companies is a testament to how much the Danish ecosystem has evolved over the last few years.”

The technical demanded skills for this job includes Creative Suite 6 (Photoshop, Indesign & Illustrator) and UX/UI design insights.

COMPETITOR ANALYSIS // USER INTERVIEWS // PERSONAS // USE CASE SCENARIOS // WIRE-FRAMES // PROTOTYPES // ONLINE SURVEYS // BETA TESTING // THINK ALOUD // AGILE DEVELOPMENT // VISUAL IDENTITY // SYSTEM REQUIREMENTS // CONCEPT DEVELOPMENT // WEB DESIGN // APP DESIGN // ENTREPRENEURSHIP // UI // UX

**APR 2010 - JAN 2011**

**CO-FOUNDER & CREATIVE DIRECTOR AT BACH CONSULTING GROUP APS (DESKTOP, MOBILE & ART DIRECTION)**

I helped with the foundation of the company BCG, Ltd. In this position, I have been involved in drafting Facebook campaigns and performed usability optimization of a-ctiv.dk I also assisted in launching FirmaAssistent-en.dk, where we developed the concept, visual identity, logo and app.

The technical demanded skills for this job includes Creative Suite 6 (Photoshop, Indesign & Illustrator) and UX/UI design insights.

COMPETITOR ANALYSIS // WIREFRAMES // PROTOTYPES // BRAND IDENTITY // SYSTEM REQUIREMENTS // CONCEPT DEVELOPMENT // USABILITY OPTIMIZATION // FACEBOOK MARKETING // MARKETING COMMUNICATIONS // WEB DESIGN // BRANDING // ENTREPRENEURSHIP

# EDUCATION

SEP 2009 - SEP 2011

MA MEDIA SCIENCE (CAND. MAG. I MEDIEVIDENSKAB) - UNIVERSITY OF SOUTHERN DENMARK

During my MA I was deeply interested in the mediation between man and machine, or to be more specific, the machine as a media between humans. I wrote several assignments on this subject and I have had this interest since I first became acquainted with user experience design and user interface design during my Multimedia Design degree.

SEP 2007 - SEP 2009

BA MEDIA SCIENCE (BACHELOR I MEDIEVIDENSKAB) - UNIVERSITY OF SOUTHERN DENMARK

Minor in Marketing, Branding & Communication.

SEP 2005 - SEP 2007

MULTIMEDIA DESIGNER - UNIVERSITY COLLEGE LILLEBÆLT

For further documentation please do not hesitate to contact me (eg. diplomas, portfolio or recommendations).