



Mathias Gregersen

UX/UI Designer · Aarhus, Denmark

Across two internships, I've designed user interfaces for B2B software in the logistics industry and for a growing consumer-facing startup. My focus has consistently been on making complex problems simple and intuitive for the end user. Alongside that, my master's degree in web communication has given me a grounding in communication and organisation — so I think about design not just as a craft, but as something that has to make sense organisationally and for the user experience.

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EXPERIENCE

Delivery Driver

Feb 2026 – Jun 2026 · Part-time

Jysk Diner (catering), Aarhus – food delivery alongside studies

Warehouse & Order Pickup

Apr 2025 – Dec 2025 · Part-time

Salling Group (Bilka), Kolding – order pickup, Click & Collect, and returns handling, as a student job alongside my master's degree

House Assistant

Feb 2024 – Jul 2024 · Part-time

Folkehuset Hasle, Aarhus Municipality – cleaning of communal areas and café, plus serving and kitchen assistance

UX/UI Designer (Internship)

Aug – Sep 2023 · Full-time

Jonson Consult, Aarhus

Part of a cross-functional design team on B2B software for the logistics industry, in an agile setup with daily stand-ups:

- Designed and developed user-centred solutions for internal systems and external customer platforms – from wireframes to clickable, high-fidelity prototypes.
- Redesigned customer-facing platforms to make complex data handling and logistics tools more intuitive and elevate the end-user experience, working closely with developers and consultants to translate business needs into design solutions.
- Also responsible for UX writing/microcopy, product videos (Canva), and graphic content for digital branding.

Delivery Driver

Jun 2022 – Jul 2024 · Part-time

Jysk Diner (catering), Aarhus – food delivery alongside studies

UX/Digital Designer (Internship)

Jan – Mar 2022 · Full-time

LalaToys, Aarhus

Responsible for the strategic redesign of LalaToys' webshop and UX for a new circular product concept, during a period when the company grew from approximately 200 to 700 customers:

- Led the redesign of the webshop in Adobe XD, focusing on optimising the user experience and supporting a strategic shift toward a new, expanded target audience.
- Drove the UX process for the circular concept „ReUse“ (returning used toys) – user journey mapping, wireframes, and user-tested interactive prototypes.
- Continuously developed wireframes and prototypes for new pages in close collaboration with the development team, ensuring a smooth developer handoff.
- Also responsible for social media content and marketing tasks in Photoshop/InDesign.

Production Worker

Sep 2019 – Aug 2020 · Full-time

Carletti, Aarhus – optimising production flow, packing confectionery, and task allocation for temp staff

EDUCATION	MSc in Web Communication University of Southern Denmark (SDU) Specialised in user-centred design and strategic IT communication. Combines advanced interaction analysis and usability methods with organisational understanding to design, implement, and lead value-creating digital solutions. Thesis: Carpooling – an ethnographic observational study of carpooling and the socio-cultural barriers to sharing a car with strangers.		Sep 2024 – Jun 2026
	BA (Professional) in Digital Concept Development Business Academy Aarhus Focused on strategic and business-oriented digital concept development – covering user research methodology, concept validation, business modelling, and digital marketing. Bachelor project: AR concept for IKEA with a community for sharing home interiors and DIY hacks.		Aug 2022 – Jan 2024
	Multimedia Designer (AP) Business Academy Aarhus Covered the full process of planning, designing, and managing digital media productions – combining UX design, front-end development (HTML/CSS), and business fundamentals. Final project at LalaToys: concept app for easy toy swapping and returns.		Aug 2020 – Jun 2022
SKILLS	Design	Figma · FigJam · Adobe XD · Canva · Miro · Framer	
	Technical	HTML · CSS · JS · Python · Azure DevOps	
	Hard & Soft Skills	Product design · Design systems · Concept validation · Wireframing · Usability testing · User interviews · Information architecture · B2B · SaaS · Prototyping · UX research · UI design · Stakeholder management · Structured work approach · Collaboration · Hotjar	
LANGUAGES	Danish (native) · English (fluent)		
INTERESTS	Working out & running around Aarhus · Cars & tech · Gaming (CS, WoW) · Figma experiments & UX trends · Movies and good food with friends		