



Contact

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LinkedIn

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Location

Oslo

Languages

Norwegian and English

Competency

- Fieldwork and observation
- User insight and interviews
- User journeys and user flows
- Prototyping
- User testing
- Interaction design
- Facilitation and workshops
- Designing LLM-workflows

Tools

- Figma
- Azure DevOps and GitHub
- Google Analytics
- Claude (Cowork, Code and Design)
- Perplexity
- Obsidian

Education & Courses

2021 – 2023

UX Designer

Hyper Island

2018

Creativity, Innovation & Business Development

Kristiania University of Applied Sciences

2022 · Course

Google Analytics for Beginners

Google

Vetle Wiencke

PRODUCT DESIGNER

Product designer with three years on complex internal tools for people who use them daily: emergency personnel, damage assessors and operations engineers. Sole designer on some projects, part of a larger design team on others. I work close to users, out where the work happens, and use what I find to shape the process as much as the interface.

Since leaving consulting I have built my own LLM workflows for design work, where the model does the legwork and I set the method and make the decisions.

Experience

01.2026 – present | Career break

Travel & personal projects

- Tested which parts of design work LLM tools can carry when I lead.
- Built a chain of skills that runs from website audit to information architecture, design directions and pitch.
- Connected AI to Obsidian for project tracking, documentation and a shared working surface.

01.2023 – 12.2025 | Olavstoppen, Stavanger

UX Designer

- Three years in consulting. Joined as an intern, made permanent after three months.
- Worked on six client projects and one internal project, from startups to Fortune 500 companies.
- Mentored summer students, one of whom was later hired permanently.
- Gave internal talks on projects and conferences.

Selected projects

Equinor — Decision Optimisation | 09.2025 – 12.2025

Sole designer. Three-week brief on improving usability in an internal decision-making tool, with a team lead, four developers and three product owners.

- Mapped the decision process and how the tool fitted into it.
- Identified the three roles in the process and what they own.
- Ran interviews and usability tests of the tool.
- Turned the findings into personas and insight used to prioritise the MVP.
- Questioned whether the tool gave more value than the existing workflow.
- Sold the client further work. Goal moved from usability to value creation.
- Drew up designs for features not yet built, and delivered recommendations and direction at the end of the project.

Equinor — Predictive Fault Detection | 11.2024 – 04.2025

One of several designers on a suite of tools for offshore wind operations, sole designer on the predictive tool. One of several teams on the suite.

- Worked my way into the domain through meetings, presentations and documentation spread across several platforms.
- Updated the interface continuously as I got to know the domain.
- Interviewed senior technicians, engineers and control room operators at two operations offices.
- Raised the data quality in the fault reports: they were logged differently across systems, many of them missing information.
- Designed a simpler form for the fault reports, which was built into the tool and put into production.

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Wenn Property — Digital Appraisal | 08.2024 – 11.2024

Sole designer in a team of seven at the client: CEO, CTO, CPO and three developers.

- Designed the flow from LiDAR scanning on iPhone to uploading in the web app.
- Designed a dynamic form for damage extent, compact enough for tablets.
- Joined assessors on inspections and found that scanning alone saved little time: they draw the floor plan by hand in minutes, and the time is in documentation, photos and material costs.
- Changed the app and the form after usability tests with assessors.

Equinor — Offshore Emergency Portal | 09.2023 – 06.2024

One of two designers in a team of seven. A portal for shared situational awareness, in use onshore and under assessment for offshore.

- Designed how the platforms would be represented in the portal, close to what the emergency management uses today.
- Decided the level of detail in the platform view, based on feedback from users.
- Changed functionality where offshore differs from onshore facilities.
- Observed emergency drills with my design colleague, splitting up to cover more, and returned with the same findings independently.
- Argued against our own product on those findings: a screen in that room can take attention without giving anything back.
- Found the role in the room that was already seated and could own the portal.

2021 – 2022 | Ericsson, Conversionista, Dyamo

UX Designer, client projects during my studies

- Ericsson, Karlskrona: redesigned an internal administration tool to reduce user errors. Interviews, usability tests and competitor analysis.
- Conversionista, a conversion optimisation agency: redesigned their entire website on findings from Hotjar and Google Analytics.
- Dyamo, a student startup: redesigned a matching app for school students and mentors. Owned prototyping and client contact.

2018 – 2021 | Former experience

Client-facing experience before my design career

Barista, Espresso House, Oslo (2020–2021) · Get Crew, Get, Oslo (2018–2019)

References

Available on request.