

CV - Anna-Birgitte Ingvarlsen

UX/UI Digital Designer, Graphic Designer
and Design Thinker

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I am a designer in everything I do. My passion is simplifying complex systems by making them visually clear, intuitive, and easy to interact with. With over 20 years in the design industry, I specialize in user-centered UX/UI design for data-heavy and mission-critical applications, including SCADA/HMI systems, intranets, extranets, and apps.

I apply design thinking to uncover user needs and transform insights into functional, scalable, and engaging digital solutions. My expertise spans the entire UX process, from user research, wireframing, and prototyping to testing and implementation, ensuring that design enhances both usability and business goals.

I thrive in agile, cross-functional environments, working closely with engineers, product teams, and stakeholders. I am adept at balancing technical feasibility with user needs and business strategy.

Key skills and expertise

- Developing UI for websites and digital solutions. Mastering graphic applications and web builders.
- User research and insights - Led user interviews and research to deeply understand workflows and challenges.
- Experience design and prototyping - defined user journeys and interaction flows, ensuring seamless data input and insights generation.
- Usability and adoption strategy - Applied usability and desirability principles to create an engaging, intuitive experience, driving adoption among teams.
- Cross-functional collaboration - worked closely with developers, product managers and stakeholders to align design with technical and business goals
- Success metrics and continuous improvement - Established adoption goals and iterated based on feedback.



role: UX/UI consultant

start/end: 2024/04-2024/12

client: **UFST (Udviklings- og forenklingsstyrelsen)**

The IT and Development Agency of the Danish Ministry of Taxation

In this assignment, I have developed 1:1 mock-up in Figma of case handling processes from the Debt Agency's (Gældsstyrelsen) case handling system. The purpose of the project was to create a visual and interactive learning tool identical with the real system. The Figma mock-up will be used for training new case handlers at the Debt Agency.

I gained an in-depth understanding of the case handling system through introduction and collaboration with experienced case handlers. This insight ensured that the mock-up accurately reflected the actual workflows and processes.

The result is a visual and user-friendly training material that can be used to train new case handlers effectively. The material includes interactive elements that allow users to simulate different scenarios and processes. Afterwards, I trained a handful of internal employees in Figma and how the solution is built, so they can maintain and further develop the case handling mock-up.

User Experience (UX), User Interface (UI)

Used technologies: Figma, Confluence, Teams.

Responsibilities/actions:

- Planning and executing the task.
- Moderator on two status meetings a week to ensure the quality and to evaluate and adjust the project.

role: Digital Product Designer

start/end: 2023/07-2024/04

client: **the LEGO Group**

UX consultant and Digital Product Designer in the LEGO Group. I was part of the agile product team around Packing with Product Manager, Engineers, and the Designer, supporting internal facing applications - HMI and app solutions for shopfloor. Creating user-centric UI on shopfloor products based on insights from research and user testing. I was embedded in the product team, because designers in manufacturing need a deep process expertise and must understand the product context. I got a lot of domain knowledge about processes and settings to do with packing and manufacturing, which led to pragmatic choices but also helped me challenge stakeholders, business owners and users, and present multiple solutions on a design problem. During the consultancy I was collaborating across teams with other designers in supply chain and manufacturing, sharing knowledge and experiences. We helped each other to meet the "definition of done" in order to be cohesive and adhere to the design system.

User Experience (UX), User Interface (UI), discovery and research

Used technologies: MIRO, Figma, Jira, Confluence, Teams.



Responsibilities/actions:

- Planning tasks along with Project Manager (primarily) and the team.
- Developing new features and changes on existing HMI and apps.
- Sparring and collaborating with engineers.
- Conduct research, user testing, and design review.
- Attending the team's agile ceremonies. They were mostly online as some team members are based in Czech Republic, Hungary and Romania.

role: Teaching

start/end: 2022/12

client: **AW Academy Denmark**

Teaching UX to future Java-developers. Planning and executing 2 full days of teaching in UX- and UI concepts and definitions, adding individual and group assignments to the course and executing final assignment (checkpoint) to evaluate the students' return on the course.

Graphic design, UI and User Experience (UX), Prototyping, teaching.

Used technologies: Adobe Illustrator, Adobe Photoshop, Adobe XD/Figma, Teams and PowerPoint.

Responsibilities/actions:

- Planning 2-days course embracing concept and definitions of UI and UX
- Planning assignments and test
- Online-teaching through Teams
- Evaluating the students' output and assignments.

role: UX/UI Designer and -Design Manager

start/end: 2022/10-2023/02

client **Daniit A/S**

The aim was to improve Daniit's Scada system to a userfriendly platform that meets the ISA 101 HMI standard in the field of Manufacturing Automation. Anna-Birgitte was UX lead, responsible for developing UX and UI design for the new software version. To do this she had to gain knowledge of Scada and also animal feed production as well as fish production and she ended understading the software solution on a deeper level than required. This made debating with the developers possible which often led to twist a design issue indstead of deleting it. The ISA 101 standard is often criticised for being grey and dull, and both users and developers met UX with the attitude that ISA 101 was a necessary evil, but at the end of the project the new software UI was approved by both. Using different shades of grey and colours made the design userfriendly and welcoming. A UI challenge was using colours without de-emphasising alarms, and never show a colour without an icon in order to accommodate colour disabilities. From slight resistance the developer team now cooperated enthusiastic to cover all instances in the Scada system to ensure they could be added to the design guide. The co-work ensured a sustainable UX/UI.



Design Management, User Experience (UX), UI.

Used technologies: Adobe Illustrator, Adobe XD/Figma, Teams,

Responsibilities/actions:

- Project management of the UX-project
- Planning and executing user interviews
- Analysing interviews and developing a set of proposals for improving the it-solution
- Developing UX and UI including icon library
- Ensuring consistency on user interfaces for different industries.
- Refining UI in cooperation with developer team
- Collaborated with developers to translate UI-design into Scada software (System Platform and DAP)
- Planning and executing user tests
- Developing design guide with colours, fonts, graphic elements and behaviours to secure consistency on all user interfaces
- Before leaving the building Anna-Birgitte presented "7 leveregler" (code of conduct) to set a shared vision and way of working. They were 7 answers to pitfalls she had seen while working in the team.

role: UX/UI Designer and Design Manager

start/end: 2022/05-09

client: Boligselskabet Sjælland (BOSJ), Ringsted

The quality of sorted waste in apartment buildings is often deficient. Particular in this BOSJ area in Ringsted. The goal of this project was to find out why. And also what the housing association, the tenants and hopefully the municipality can do to improve the quality.

Design Management, User Experience (UX), Prototyping

Used technologies: Adobe Illustrator, Teams and PowerPoint

Responsibilities/actions:

- Qualitative research interviewing (semi-structured) tenants, janitors and committees in BOSJ area in Ringsted to identify pain points.
- Synthesising data into insights.
- Identifying low hanging fruit to improve the quality of sorted waste and change the tenants mindset on waste.
- The consultant teamed up with a waste planner and -expert.

role: UX/UI and Graphic Designer

start/end: 2007/10-2022/04

client: Sweco

I have worked with Sweco on an ongoing basis on various assignments. The latest is Giv-et-praj (Give a hint) - an app that provides citizens a way to send a message to the municipality, if they find broken signs or asphalt, dark streetlights etc.



Design Management, Graphic Design, User Experience (UX), User Interface (UI)

Used technologies: Adobe Illustrator, Adobe Photoshop

Responsibilities/actions:

- Graphic design and UX/UI/information architecture for it-systems such as Arealinformation, RenoWeb and Spatial Suite
- Customising clients' visual identity (graphic design) to generic app.

role: UX/UI Designer and Graphic Facilitator

start/end: 2021/12-2022/01

client: Ringsted Municipality

I created an illustration that was used to introduce the large number of tasks in the department, as well as responsibilities and jobs to the new municipal committee, that was set after the municipal elections.

Illustration, Graphic Facilitation, Design Management

Used technologies: Adobe Illustrator, Teams and PowerPoint

Responsibilities/actions:

- Visualising the tasks and jobs in an illustrated overview.
- Illustrating the conflicts, challenges and priority in the daily management.

role: Graphic Facilitator

start/end: 2021/12

client: Guldborgsund Municipality

Workshop and Graphic Facilitation

Used technologies: Adobe Illustrator,

Responsibilities/actions:

- Attending a full-day workshop as Graphic Facilitator for leaders in daycare
- Visualising presentations, exercises and discussions through illustrations
- After the workshop, the consultant digitalised the illustrations to help the participants remember the findings and decisions from the day



role: UX/UI Designer and -Design Manager

start/end: 2020/09-2021/10

client: **Boligselskabet Sjælland (BOSJ)**

The quality of sorted waste in apartment buildings is often deficient. The goal of this project was to find out why. And also what the housing association, municipality and the tenants can do to improve the quality.

Design Management, User Experience (UX), Prototyping, Graphic Design, User Testing

Used technologies: Adobe Illustrator, Teams and PowerPoint

Responsibilities/actions:

- Qualitative research interviewing (semi-structured) tenants, janitors and committees in two different residential areas to identify pain points. Response rate was 45%.
- Synthesising data into insights.
- Developing concepts in order to change mindset and activity in the tenants' everyday life.
- Converted data and insights into guidelines and specifications (including personas, user journeys and identification of customer and business needs).
- Developing final report insights, prototype activities and recommendations to BOSJ and Roskilde Municipality

The challenge: "Sorting waste easy and efficient in all homes" was a part of CoConference2019.

Boligselskabet Sjælland chose the consultant's solution and established a collaboration.

The consultant teamed up with a waste planner and -expert.

<https://corolab.dk/wp/coconference/solution/affaldskontoret-annabir-morgendagens-loesningen-til-boligselskabet-sjaellands-udfordring/>

role: UX/UI Designer and -Design Manager

start/end: 2021/05-2021/10

client: **Green Building Council Denmark**

Green Building Council published a manual (DGNB) for certifying sustainable building - 478 pages. A user expressed a need for an online version, and that started the project.

Design Management, User Experience (UX), Workshop, Graphic Design, User Testing, Wireframes, Mock-ups, Interaction Design

Used technologies: Adobe Illustrator, Adobe XD/Figma, Teams and PowerPoint

Responsibilities/actions:

- Facilitating intern workshop to initiate process
- Developing proposed structure/information architecture
- Developing proposed interaction design
- Facilitated user workshop based on the proposed setup

- Converting insights into wireframes and mock-ups
- User testing
- Developing UI

role: UX/UI Designer and -Design Manager

start/end: 2021/05-2021/07

client: Rockwool

Rockwool has a large archive of product manuals. The project was to create a framework for a digital instruction. Build for a product but generic so that it can be customised to the entire product portfolio.

Design Management, User Experience (UX), Workshop, Graphic Design, User Testing, Wireframes, Mock-ups, Interaction Design

Used technologies: Adobe Illustrator, Adobe XD/Figma, Adobe Photoshop, Teams and PowerPoint

Responsibilities/actions:

- Being extern design manager for UX, UI, 3D developing and copy writing.
- Debrief with Rockwool management.
- Facilitating user workshop.
- Developing UX and UI. Mock-ups in Adobe XD.
- Converted data and insights into guidelines and specifications (including personas, user journeys and identification of customer and business needs).
- Collaborated with developers to translate UI-design into interactive media.
- Developed icon library for both actions and tools.

The challenge: "Create the Future Digital Manual" was a part of CoConference2020. Rockwool chose two solutions, and I was teamed up with KirtXThomsen, who handled 3D development and video recording.

<https://corolab.dk/wp/coconference/solution/annabir-morgendagens-loesning-til-rockwool/>

role: Graphic Facilitator and Graphic Designer

start/end: 2019/11-2020/05

client: Vejle Spildevand (waste water supply)

Vejle Spildevand (wastewater supply) were to develop the company strategy. The management wanted to involve all employees in most of the process. I teamed up with Crone Consulting (management consultant).

Graphic Facilitation, Workshop, User Experience (UX), Graphic Design,

Used technologies: Adobe Illustrator, -Photoshop, -InDesign, PowerPoint.

Responsibilities/actions:

- Graphic facilitator and playing an active role on strategy workshops and debriefing with executive management.

- Organising the graphics/illustrations so they worked both as a catalyst for discussions and dialogue on the workshop, and afterwards as a summary of the workshop.
- Gathered inputs, challenges and thoughts after each workshop and created with the illustrations a new base for the next workshop (visibility and levels in the progress).

<https://www.vejlespildevand.dk/hvem-er-vi/virksomhedsplan>

<https://www.vejlespildevand.dk/hvem-er-vi/vores-dyder-og-leveregler>

role: Graphic Designer and Design Manager

start/end: 2007/09-2019/06

client: Roskilde Municipality

Collaboration through more than 10 years with Roskilde Municipality. A selection of tasks and projects are listed below.

Branding & Identity, Design Management, Graphic Design, Logo, Typography, User Experience Design (UX), Workshop, Graphic Facilitation

Used technologies: Adobe Illustrator, -Photoshop, -InDesign, PowerPoint

Responsibilities/actions:

- **Visual responsible and graphic designer.** Waste and Recycling: “Skidt-er-godt” (bad/trash is good), and subsequent developing the visual communication.
- **Visual adviser and designer** on projects in departments and centers in Roskilde Municipality: concepts, campaigns, outdoor media, signage, project logos, ads, booklets, folders, magazines e.g. staff news.
- **UX designer and facilitator** on workshops to develop roskilde.dk version 2008 e.g UX and information architecture. Developing design and templates. UX and graphic design on future developing and new features (until 2013) in collaboration with the Communication Section in Roskilde Municipality.
- **Co-facilitator and designer** on innovation project “1-entrance” - a solution for discovering and supporting young people (16-25 years old) troubled when finding their way through education and adult life. Graphic illustration of user journey maps and personas to present the concept to the city council.

role: UX/UI Designer and Graphic Designer

start/end: 2014/12-2019/06

client: Boligselskabet Sjælland

Various projects such as Website redesign for Boligselskabet Sjælland (Housing Association). Bosj.dk, developing ads and visual for internal strategy.

User Experience Design (UX), User Interface (UI), Graphic Design

Used technologies: Adobe Illustrator, -Photoshop, -InDesign, PowerPoint

Responsibilities/actions:

- UX and UI, visual and graphic layout.

- Following years: developing bosj.dk through updated information architecture and new features.
- Visualisation of strategy and focus areas (for intern strategy workshops)
- Graphic designer and visual responsible on developing line of ads with 6 different "what-if"-scenarios
- Collaborated with developers to translate UI-design to CMS.
- Responsible for consistency on user interfaces as bosj.dk developed over time.

role: UX/UI Designer, Graphic Designer, Design Manager

start/end: 2009/05-2016/11

client: Fors

Fors is supply of heat, water and waste water i 3 municipalities on Zealand.

User Experience Design (UX), User Interface (UI), Graphic Design, Branding & Identity

Used technologies: Adobe Illustrator, -Photoshop, -InDesign

Responsibilities/actions:

- **Design management, UX design.** Adviser and "interpreter" on developing roskilde-forsyning.dk (active until the aggregation to Fors in 2016), UX design and defining structure and co-responsible for choice of IT provider. Developing graphic design and templates. Subsequent design review during and after implementation.
- **Graphic design.** Visual design 2010 for Roskilde Forsyning. Designing ads and presentations. Developing templates for signs, booklets and folders. Visual for clothing, material and merchandise. Design for strategy workshops and introduction. Developing templates and teaching users in graphical applications.
- Developing icon library for defects in installations (Driftweb) in collaboration with operations manager at Fors and IT developers at Sweco.

role: UX/UI Designer

start/end: 2013/09-2015/04

client: Sweco

Redesigning (UX and new features) of RenoWeb. The it-system collects and handles relevant processes for waste - such as registrating emptying, equipment management, agreements with individual households and settlement of the services provided. Consultant has worked with Sweco on an ongoing basis on various assignments.

Graphic Design, Interaction Design, Prototyping, User Experience Design (UX), User Interface (UI), User Testing, Wireframes, workshop

Used technologies: Adobe Illustrator, -Photoshop, -InDesign

Responsibilities/actions:

- Developing wireframes and mockups.
- Being co-facilitator on user workshops.
- Adjusting mockups after tests.

- Developing UI for frontend.
- Converted data and insights into guidelines and specifications (including personas, user journeys and identification of customer and business needs).
- Building icon libraries.
- Collaborated with developers to translate UI-design to CMS.

role: UX/UI Designer and Graphic Designer

start/end: 2001/11-2007/02 (permanent position)

client: **Valtech**, digital agency

Graphic Design, Interaction Design, Prototyping, User Experience Design (UX), User Interface (UI), Wireframes, workshop

Used technologies: Adobe Illustrator, -Photoshop, -InDesign, Microsoft Visio

Responsibilities/actions:

- Designer on Bankdata's first netbanking and following developing projects. Developing icon-library and ensuring consistency across different user interfaces.
- Integrating the individual banks' (members') corporate identity in the solution.
- Responsible for information architecture in collaboration with core UX designers.
- Designing campaign sites for Sydbank and updating templates.
- Designing subsites for Novo Nordisk Denmark (Growth Hormone, Haemostasis og HRT).
- Delivering illustrations for e-learning about growthhormones and what to do when they are inactive.
- Visual identity for product and campaign sites such as Levemir®, NovoSeven® og FlexPen®.
- Developing and maintenance of danbolig.dk and campaign sites.
- Lead designer on trygging.fo, vestjyskbank.dk, Copenhagen Stockexchange (design colab with Oslo Børs), Danske Andelskassers Bank, betalingservice.dk, entrypointnorth.com
- Collaborating on all projects with developers to transfer and translate UI-design to web solutions and CMS.
- Expert on building icon libraries and securing consistency in company's user interfaces.

role: UX/UI Designer, Graphic Designer and HTML-developer

start/end: 2000/05-2001/05 (permanent position)

client: **MasterSeek.com**, Search Engine-to-be

Corporate design for Masterseek and UI for the search engine. Developing final HTML with developers and responsible for design review and the project's progress.

Graphic Design, Interaction Design, Prototyping, User Experience Design (UX), User Interface (UI), Wireframes, workshop

Used technologies: Adobe Illustrator, -Photoshop, -InDesign, HomeSite, Microsoft Visio, MacroMedia HomeSite

Responsibilities/actions:

- Designmanager
- Responsible for Information Architecture
- Part of HTML developing team
- Facilitation internal workshops
- Presenting the digital product for investors
- Branding & Identity
- Graphic Design
- Collaborating with developers to translate UI-design to the web solution.

role: UX/UI Designer, Graphic Designer and HTML-developer

start/end: 1998/07-2000/04 (permanent position)

client: X Profil, Advertising Agency

Graphic Design, Interaction Design, Prototyping, User Experience Design (UX), User Interface (UI), Wireframes

Used technologies: Adobe Illustrator, -Photoshop, -InDesign, -Dreamweaver, -Director, QuarkXPress,

Responsibilities/actions:

- Lead on building up the company's digital products
- Introducing media and applications to the team
- AD-assistant on on-and offline projects for e.g Aluline, Danflex, Fritz Schur, Bladt Industries, Christian Berg and MT Spray.

Education, courses and certification

2015.

The Royal Danish Academy - Architecture, Design, Conservation

Master's degree in Design (MD)

Thesis: "Design Thinking - Study of differences in designers' and companies' understanding of Design Thinking and the designer's competencies"

2005.

Member of Design Denmark (mDd)

1998

Designseminariet, Højer

Graphic designer

1997

Diploma of Specialized Business Studies in marketing

Competences

	Level	Years	Last used
Working area			
Design management	●●●●●	13 years	2025
Design Thinking	●●●●●	10 years	2025
User Experience (UX)	●●●●●	24 years	2025
User Interface (UI)	●●●●●	25 years	2025
Prototyping	●●●●●	10 years	2025
Wireframes	●●●●●	21 years	2025
User Testing	●●●●●	10 years	2025
Facilitation	●●●●●	10 years	2025
Graphic Design	●●●●●	28 years	2025
User Journey	●●●●●	12 years	2025
Workshop	●●●●●	10 years	2025
Typography	●●●●●	25 years	2025
Branding and Identity	●●●●●	27 years	2025
Interaction Design	●●●●●	21 years	2025
Logo	●●●●●	27 years	2025
Multimedia			
Adobe InDesign	●●●●●	26 years	2025
Adobe Illustrator	●●●●●	29 years	2025
Adobe Photoshop	●●●●●	29 years	2025
Adobe Acrobat Pro	●●●●●	25 years	2025
HTML (basic)	●●●●●	27 years	2025
Adobe After Effects	●●●○○	3 years	2025
WordPress Basis	●●●●●	9 years	2025
Figma	●●●●●	5 years	2025
Divi Builder (WordPress)	●●●●●	4 years	2025
Microsoft Office/365®	●●●●○	27 years	2025