Andreas Ibsen
UX, Product & Frontend Designer

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agib.dk/portfolio/

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12+ years of design experience with B2B SaaS products, including for specialist domains (chemical safety and government self-service). I'm very hands-on, researching, designing and frontend-coding/prototyping in close collaboration with devs, POs and stakeholders. By contributing extensively to web frontend code, I have helped speed up delivery times and raised the bar for dev hand-overs and product quality. I'm easy-going, curious, humble, sincere, and product-ambitious — and prefer listening, exploring, doing and testing in quick feedback loops.

KEYWORDS, INTERESTS (A-Z)

Agile dev • AI exploration and utilization • B2B SaaS products • Bootstrap • Balsamiq • Close collaboration with devs, POs and domain specialists • Concept deve-lopment • Design systems • Figma • Hands-on HTML/CSS • Interaction and Navigation design • Prototyping in code (JS/AI) • Research • Responsive web design • Usability testing • Web apps • Wireframing • Workshops

WORK EXPERIENCE

Senior Product Designer
@ EcoOnline + CHYMEIA, 2018 – 2025

UX team of one on Almego (specialist B2B SaaS for authoring chemical safety documents):

> We earned a consistent **user satisfaction score above 4.5 of 5**, the best in all of EcoOnline.

Completely **overhauled the Almego UX and UI** (creating/editing many parts of the frontend HTML/CSS), **designing several major, business critical fea-tures** from the ground up, helping make the company more attractive for sale, **earning owners 35+ M DKK**.

Contributed to sales and marketing with customer projects, surveys, videos, coded pricing calculators etc. – and an international design team including **design systems** (in Figma) and **high-priority AI projects**.

Notable projects (see also agib.dk/portfolio/):
• Almego SDS Designer — big new feature
• Almego Hazard Label Editor — big new feature

User Experience Specialist
@ KMD + Charlie Tango, 2015 – 2018

Lead designer on **KMD XForm NextGen web form editor.** We designed it from the ground up with an international team, see portfolio case. Designing also for **KMD WorkZone** document management system. Charlie Tango is a leading Danish design agency.

Interaction Designer
@ Capevo, 2013 – 2015

Designing **government grade web form/self-service tools** (XForm) in close collaboration with PO and devs. Conceptualized and designed a new technical form editor from scratch to help the company stay relevant with responsive web design. Consultant on customer projects, including Danish authorities (Udbetaling DK/Ny Pension, AES, Arbejdstilsynet, etc.) and borger.dk.

User Interface Designer
@ Tangora Software, 2011 – 2012

Designing and researching for **web CMS**. Redesigned several parts of the UI including for new features, consistency and modernization. Contributed to iOS app.

EDUCATION

Msc and Bsc in Informatics
@ Aalborg University, Denmark, 2005 – 2010

An interdisciplinary study in **human-computer interaction** combining computer science (programming, algorithms, databases) with research, communication studies, design, usability etc.

PERSONAL

I live with my girlfriend and young daughter. I'm into bicycles, underground electronic music, spare time UX projects, (vegetarian) cooking.

Values and Workplace preferences:
• Ethical goals and a humanistic stance
• Trust, sincerity, openness, curiosity, humbleness
• Flat organizational structures with small teams, fair, clear and accountable owners and management, little bureaucracy and admin overhead to focus on the design work
• Enough dedicated time for personal immersion in work and to complete tasks to satisfying standard, thus realistic deadlines and workload