



Martin Fink-Jensen

Senior Product Design (UX/UI Designer)

Summary

I am a Senior UI/UX Designer with over 10 years of experience creating engaging and intuitive digital experiences across the medical and FinTech industries. My passion lies in solving complex problems by analyzing business and user needs, distilling insights, and delivering simple, impactful designs.

My approach combines strong analytical skills with creative problem-solving, ensuring every design decision is driven by both user insights and business goals. Having worked in cross-functional and international teams, I excel at building relationships across cultures and disciplines, fostering collaboration to deliver innovative solutions.

Contact

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Key results

Fostering cross-team collaboration and saving cost
Successfully introduced and implemented Figma as the corporate design tool, enabling over 500 active users to collaborate more efficiently while saving software spending.

Leading a cross-market product concept
Led a team of 4 designers, delivering a coherent, user-friendly design while aligning with business goals and user research.

Improving the User Experience significantly
Spearheaded the redesign of Betalingsservice's website, improving the Customer Effort Score (CES) by 55%.

Work experience

Oct 2018 - April 2025

Senior Product Designer

Nets / Nexi Group

- Driving stakeholder management with branding, POs and architects
- Leading a team of 4 designers (2 internal and 2 external)
- Linking requirements to user research, customer feedback and analytics
- Developing a new design system
- Responsible for maintaining the Nets Design System
- Ensuring tracking and measuring of KPIs
- Actively advocating for value creation over feature creation
- Conducting usability tests and user research
- Creating personas, customer segmentation and use scenarios
- Driving workshops and meetings for increased collaboration
- Educating POs and developers in Design Thinking
- Increasing the Customer Effort Score (CES) by 55%
- Guiding marketing on how to structure and communicate to users
- Creating a UI that is more in line with the Betalingsservice CV

Key results

Driving Design System Innovation

Initiated and co-developed the corporate design system for Nexi Group, including design kits and React components.

Mentoring and teaching company wide

Mentored student assistants and junior team members, and taught Figma to designers, PMs and developers across departments.

Helping my clients grow their business

As a freelance graphic designer, helped clients like Andelsbutikken and MM Living expand their businesses, more than doubling their branches.

Skills

UX/UI design
Design Thinking
Project management
Strategy
Facilitation & Workshops
3d visualization
Web development

Work experience

UX/UI Designer

Oticon

Jan 2014 - Sep 2018

- Designing a new user flow based on user feedback
- Designing a fresh and modern look and feel, while staying true to the brand identity
- Collaborating with developers ensuring a robust system capable of handling scalability in features and brand differentiation
- Creating and maintaining UX and UI guidelines for developers
- Creating low and high level interactive prototypes
- Conducting usability tests
- Visualizing user flow and use scenarios
- Driving the way towards using vector graphics
- Co-defined and wrote documentation for the brand strategy and brand differentiation

Freelance Graphic Designer (Owner)

Finks

Aug 2011 - Now

- Providing 3d visualization for Novo Nordisk
- Helped Andelsbutikken grow from 2 to 4 branches
- Helped MM Living grow from 1 to 3 branches
- Designing and developing websites

Volunteering

Project Manager, Event Coordinator, Community Leader & Treasurer

Gladsaxe OCR

Apr 2023 - Present

- Spearheading the 'Monkey House' project to transform a former skating rink into a state-of-the-art obstacle course training center.
- Combining vision and execution to deliver a facility that inspires members to push their limits.
- Serving as the club's treasurer, overseeing budgets and ensuring that all activities remain financially sustainable.
- Coordinating the application process for funds and sponsorships to support facility development and club activities.
- Organizing weekly training sessions, OCR excursions, and team-building events to strengthen bonds and create a supportive environment.

Soft skills

Cooperative
Committed
Proactive
Creative
Efficient
Analytical
Structured
Goal-oriented
Innovative
Holistic

Software

●●●●● Figma
●●●●● Sketch
●●●●● Photoshop
●●●●● Illustrator
●●●●● Proto.io
●●●●● 3ds Max
●●●●● Adobe XD
●●●●● Maya
●●●●● Premiere Pro
●●●●● After Effects
●●●●● Origami
●●●●● Unity

Languages

Danish - Native
English - Fluent

Education

2010 - 2013 **3d Digital Artist / 3d Game Artist**
CADA University (Truemax Academy)

2010 **3d Fundamentals**
CADA University (Truemax Academy)

2006 - 2009 **Communication IT (A), English (A),
Psychology (C)**
TEC Ballerup (HTX)

Certifications

2021 **User Experience**
IxDF - The Interaction Design Foundation

2020 **Design Thinking**
IxDF - The Interaction Design Foundation

2020 **Certified SAFe® 5 Practitioner**
Scaled Agile, Inc.

2020 **Enterprise Design Thinking Practitioner**
IBM

2017 **UXQB® Certified Professional for Usability
and User Experience – Foundation Level**
ISQL LTD

About me

When not at work, you'll either find me going Obstacle Course Racing (OCR) or bouldering, relaxing with friends and family, or sitting at home making 3d mockups of my apartment in Søborg.

From time to time you will find me abroad, exploring the worlds nature and cultures, and taking way too many pictures of everything, with my Sony A6000 :)

... and if you are lucky, I will serve you one of my home baked cakes!