

RESUME



ULA BABENSKAITE | Experienced UX Designer

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ABOUT

Hello! A little about me. Originally from Lithuania, I moved to Denmark 10 years ago to study Communication Design and decided to stay for good. I now live in Copenhagen with my boyfriend and 1-year-old son.

I'm an experienced strategic UX Designer committed to driving business success through exceptional user experiences. By aligning products and services with business goals, I transform complex challenges into solutions that enhance user satisfaction and deliver business impact.

SKILLS

HARD SKILLS

- User Research & Testing
- Workshop Facilitation
- Market Research
- Content Strategy
- Information Architecture
- Wireframing & Prototyping
- Interaction Design

SOFT SKILLS

- Organised and thorough
- Able to manage time and scope
- Keen eye for visual design and motion
- Collaborative with developers
- Proactive and self-driven
- Problem-solver

TOOLS

- Figma
- Miro
- Lookback

LANGUAGES

- Lithuanian (native)
- English (advanced)
- Danish (upper-intermediate)

PROFILE

What excites me about my job is using my organised and thorough approach in the creative process. I give every part the attention it deserves, ensuring no detail is missed while keeping an overview of the whole project. I focus on strategy and results, but I also create enjoyable moments for users to make them happier and more connected to the product or service.

In my recent work with American Express's Carbon Emissions Tracker, I played a key part in shaping the service and the whole design process. I made sure the UX matched both business objectives and user insights and kept the team focused and motivated.

With a solid foundation of skills and knowledge, I can relax during the creative process and focus my energy on achieving strategic goals.

UX/UI DESIGNER | 09 2024 — Present | Full-time**NORDEA** www.nordea.dk

Design solutions for complex customer needs in native mobile or responsive web platforms. Work side-by-side with other Designers, Developers and Business Stakeholders in a fast-paced agile environment. Closely collaborate with the User Research teams to gather insights, test hypothesis and incorporate customer feedback.

SENIOR UX DESIGNER | 01 2022 — 04 2024 | Full-time**SPRING/SUMMER** www.springsummer.dk

Facilitated workshops, conducted market research, developed digital strategies, and translated them into digital solutions such as websites and SaaS. Effectively communicated design rationale to stakeholders and team members.

Played a key role in a long-term collaboration with American Express, balancing user insights and business opportunities with strategic thinking to create new digital offerings.

Some of the highlights:

- Worked with the largest art museum in Miami, Pérez Art Museum Miami, to redefine their digital strategy and UX for their [new website](#). The website received a [Silver at the Creative Circle Awards](#) and an [Honourable Mention at the Webby Awards](#).
- Helped American Express define and launch a pilot service, the Amex Carbon Emissions Tracker. This service leverages transaction data to enable users to track, reduce, and offset their carbon emissions. Developed the UX for this service, integrating user insights and business objectives through an iterative design process.

UX DESIGNER | 01 2018 — 01 2022 | Full-time**SPRING/SUMMER** www.springsummer.dk

Worked with numerous clients from various industries. Gathered insights, translated them into concepts, information architecture, wireframes and prototypes, and collaborated with visual designers and developers to ensure a seamless user experience.

Had a 4-year collaboration with the electric vehicle charging company Clever, continuously developing and implementing a digital strategy for their website and app. Facilitated workshops and user tests to ensure both business goals and user needs were met.

DIGITAL DESIGNER | 05 2017 — 07 2017 | Internship**MAGIC PEOPLE VODOO PEOPLE, NOW LIMBO** www.limbo.works

Worked with a small team of experienced digital designers to help develop UX, UI and content strategy for an e-commerce platform Lakrids by Johan Bülow.

To view more please visit: www.linkedin.com/in/ulababenskaite

CONTRIBUTIONS

JURY MEMBER | 2020 — Present

CREATIVE CIRCLE www.creativecircle.dk

As a jury member for Digital, I have the privilege of being a part of the deliberation and selection process of the best digital design work in Denmark.

EDUCATION

MA COMMUNICATION DESIGN | 2014 — 2016 | Kolding, Denmark

KOLDING SCHOOL OF DESIGN www.designskolenkolding.dk

Used design thinking to empathise and define the users' needs, and come up with solutions through ideation, prototyping and testing. Got hands-on experience by working with real briefs for companies in a fast-paced collaborative environment.

BA GRAPHIC DESIGN | 2009 — 2013 | Vilnius, Lithuania

VILNIUS ACADEMY OF ARTS www.vda.lt

Studied visual disciplines such as typography, visual identity, art direction and information design. Learned visual design tools, both analogue and digital.

COURSES

AGILE METHODS FOR UX DESIGN | 2024

INTERACTION DESIGN FOUNDATION www.interaction-design.org

Revisited agile-specific techniques for research and design, such as designing smaller things, practising continuous discovery, refactoring designs, and iterating.

USER RESEARCH - METHODS & BEST PRACTICES | 2024

INTERACTION DESIGN FOUNDATION www.interaction-design.org

Refreshed my knowledge on how to carry out user research, such as interviews and observations, to ensure that designs are relevant and provide a great user experience.

RECOMMENDATIONS



NIELS HANDBERG | Director of User Experience and Strategy | 2024

SPRING/SUMMER www.springsummer.dk

“Ula is an exceptional Senior UX Designer who has made significant contributions to Spring/Summer, delivering award-winning experiences for national and international clients.

With a dedication to staying informed about industry trends and best practices, Ula consistently delivers top-level work and effectively communicates with stakeholders. Her positive attitude and collaborative spirit make her a pleasure to work with. I highly recommend Ula for any UX role.”

For more details please contact: nh@springsummer.dk · (+45) 2160 7948



ASBJØRN POULSEN | Strategic Director | 2017

MAGIC PEOPLE VOODOO PEOPLE, NOW LIMBO www.limbo.works

“Ula Babenskaite worked as a communications designer at Magic People Voodoo People in the spring/summer of 2017. From day one, Ula impressed us with her positive approach to new challenges and projects, and her impressive work ethic. Ula leaves nothing to chance, when she is working on a project. She is thorough, methodical and creative and brought fresh takes to the solutions she worked on.

Ula has a very strong sense for conceptual work, and a good graphical foundation, which will make her an asset to any place that chooses to employ her.

On top of her professional skills, Ula is a pleasure to work with. She always brings a positive attitude, and we never hesitated to put her in front of our clients, and let her present ideas and the projects she was involved in.

I highly recommend Ula, and I am certain she will continue to contribute positively to future employers.”