

Edina Jakob

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Experienced UX/UI Designer in the E-commerce and SaaS space with a proven track record in managing teams and delivering user-centered digital solutions. I've led a team of 8, overseeing the design, development, and optimization of over 800 e-commerce platforms selling physical and digital products. Skilled in UX analysis, customer journey mapping, and user testing, I specialize in creating seamless product experiences, from onboarding to email marketing. My expertise spans from high-fidelity prototyping in Figma to web development (HTML, CSS, JavaScript). With a background in human-centered design and a deep interest in ethical AI, I bring a unique blend of strategic vision and technical proficiency driven by results, innovation and collaboration.

Skills

- o Human-Centered Design
 - o Agile project management (Scrum, Kanban, Jira)
 - o SaaS Development
 - o iOS and Android App UI
 - o Web Development
 - o Prototyping (Adobe XD, Figma)
 - o Data Analysis (Google Analytics)
 - o A/B testing (VWO)
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Work Experience

Project Manager | Marbill Technologies, Denmark and Spain APR 2020 - AUG 2024

- **Supervised a team of 8 front-end engineers and UX/UI designers**, cultivating a collaborative, high-performance work environment that fostered continuous improvement in project workflows.
- **Managed the design and development of over 800 e-commerce projects**, driving a 300% revenue increase, a 150% growth in active users, and an expansion into 30 new international markets within two years.
- **Facilitated seamless communication and alignment across cross-functional teams**—including software engineers, marketing, sales, and compliance—to ensure successful project delivery

Communication and Tech Associate | Office of Denmark's Tech Ambassador (MFA), USA AUG 2023 - JAN 2024

- **Supported the organization of high-profile diplomatic tech events** (Cyber Tech Retreat, roundtables, and ambassador visits), strengthening Denmark's multilateral collaboration with Silicon Valley's tech ecosystem.
- **Led digital communication efforts and designed UX/UI for a government website**, alongside developing visual assets such as social media content, catalogs, and event schedules to ensure cohesive branding and effective user engagement.

UX/UI Designer for iOS & Microsoft apps | LegalTech Denmark, Copenhagen, Denmark OCT 2022 - MAY 2023

- **Delivered UI design for iOS and Android applications** supporting regulatory compliance (incl. GDPR, NIS2) and whistleblowing protocols, collaborating with developers and adhering to iOS development guidelines.

UI/UX Designer & Web Developer Freelancer | Udacity, Clarify, Nova Credit, Centrica, and more 2017 - 2022

- **Delivered tailored design and development projects**, encompassing visual identities, high-fidelity prototypes, and full websites as well as email templates to enhance brand presence and user experience across platforms.
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Education

Master's Degree in Human-centered Informatics (Data Science Specialization) SEP 2022 - JUNE 2024
Research: Towards Ethical AI in Persuasive Technology - an exploratory study
Aalborg University Copenhagen, Denmark

Bachelor's Degree in Web Development SEP 2019 - JAN 2020
University College of Northern Denmark

Academy Profession Degree in Multimedia, Design, and Communication SEP 2016 - JUNE 2018
University College of Northern Denmark