

# Resumé

Designing for the entire user experience, I focus on creating valuable solutions to real people's problems. With over a decade of experience as a User Experience Designer, I've collaborated with designers, developers, product managers, and stakeholders to craft products that people truly value and enjoy.

## Monta

Senior Product Designer - September 2024 - present (1 year, 2 months)

Monta is a fast-growing EV charging platform building the software infrastructure for the electric mobility ecosystem. As a Senior Product Designer, I help shape intuitive, scalable experiences across the popular consumer app and the B2B charge management platform, including designing payment flows and financial reporting tools that make complex data clearer and more actionable for partners and operators.

## Trustpilot

Senior Product Designer - September 2013 - September 2024 (11 years)

Trustpilot is a dual-sided platform connecting millions of consumers with businesses through online reviews. Working closely with multiple product teams on both the public-facing consumer platform and the business platform.

- Partnered with teams to scale products and run research-driven design experiments.
- Led UX improvements that drove higher visitor interaction and review submissions, while streamlining sign-up flows.
- Redesigned business platform navigation, accessibility, and feature patterns for a smoother, consistent experience.

## Innofluence

User Experience Designer - June 2012 - September 2013 (1 year, 4 months)

A startup focused on crowdsourcing the ideation- and innovation process online.

- Designed the digital product end-to-end, from concept and user research to user flows and final interface design.
- Conducted user testing and iterated designs based on feedback, improving usability and engagement.

## Anti Sleep Pilot

User Experience Designer - May 2011 - June 2012 (1 year, 2 months)

Developed premium automotive safety products combining physical and digital experiences.

- Designed the end-to-end user experience, including mobile apps and physical product interaction.
- Ensured high-quality, user-centered experiences aligned with brand positioning.

## Enteneller

Digital Designer - November 2006 - June 2010 (3 years, 8 months)

Small agency handling digital marketing campaigns for diverse clients.

## Seven Tales

Print / Digital Designer - May 2006 - December 2007 (1 year, 8 months)

Video production company focused on web and print design.

## Education

Mediegrafiker - Web and Print Design (2002 - 2006)



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## Practical experience with Research

Qualitative: Guerrilla testing, hybrid research interview, moderated and unmoderated usability tests...

Quantitative: data analysis and interpretation, summarizing and communicating learnings, AI synthesis...

## Experimenting

A/B testing, Multivariate Testing, Redirect & Fake door tests, Conversion Experiments, Timing Experiments, 5-Second Test, Tree test, Card Sorting, Wizard-of-Oz test...

## Strategy

Ideating, vision, strategy and concept development, stakeholder management, opportunity/risk assessment, defining relevant metrics for KPI's...

## Design and Prototyping

User flows, diagrams, wire framing and high fidelity mockup, paper prototyping, clickable prototypes, payment design, AI prototypes...

## Collaboration

Involving the product team and stakeholders in the learnings, ideation and decision process. Facilitation of workshops, presentations and design critiques, AI feedback for small iterations...

## Methodologies

Product Discovery, User Journey Mapping, Lean User Experience Design, Design Sprint, Dual-track Development...

## Design ops

Accessibility (WCAG, inclusive testing, auditing), Design Systems...