

ASTRID JØRGENSEN

PRODUCT DESIGNER & FRONTEND DEVELOPER



I design and build digital products from idea to implementation.

With a background in UX, visual design and frontend development, I turn complex problems into intuitive, scalable experiences that users genuinely enjoy.

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 Nyborg, Danmark

About me

Digital product designer with a background in UX/UI design and frontend development. I enjoy designing and building scalable digital experiences where thoughtful design meets clean implementation.

Core skills



Frontend

- React
- Next.js
- Astro
- Angular
- Javascript
- TypeScript
- Responsive Design
- SCSS
- Accessibility



Design

- UX/UI
- Design Systems
- User Flows
- Usability
- Wireframing
- Prototyping
- Information Architecture



Backend & Data

- Supabase
- PostgreSQL
- C#
- REST APIs
- Authentication
- CRUD



Tools

- Figma
- VS Code
- Git
- Photoshop
- AI-assisted Dev

My Journey

- 2011 – Present **Freelance Digital Designer**
 - UX/UI Design
 - Branding
 - Frontend
 - Client collaboration
- 2015 - 2017 **Freelance and Intern - The Arsenal Viborg**
 - Digital content
 - Storytelling
 - Creative collaboration
- 2025 - 2025 **Digital Designer Internship - HelloSolutions**
 - Website Design
 - WordPress
 - Figma
 - Design Systems
 - SoMe

Selected Projects

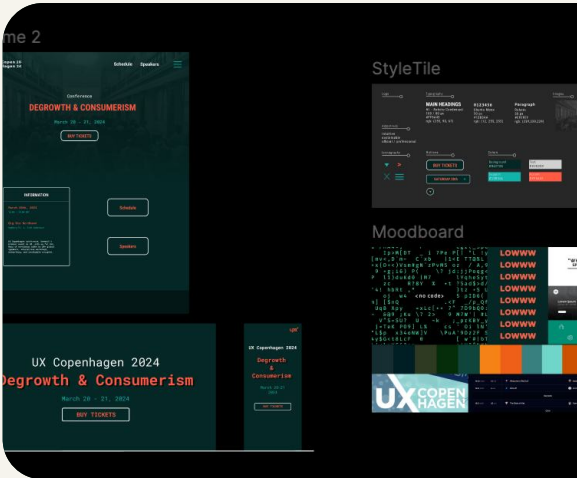


TUSMØRKE

Dashboard & Booking Platform

Designed and developed a booking and information platform focused on reducing friction and helping users navigate complex information through clear workflows and intuitive interfaces.

- UX/UI Design
- Booking Flow
- User-Centered

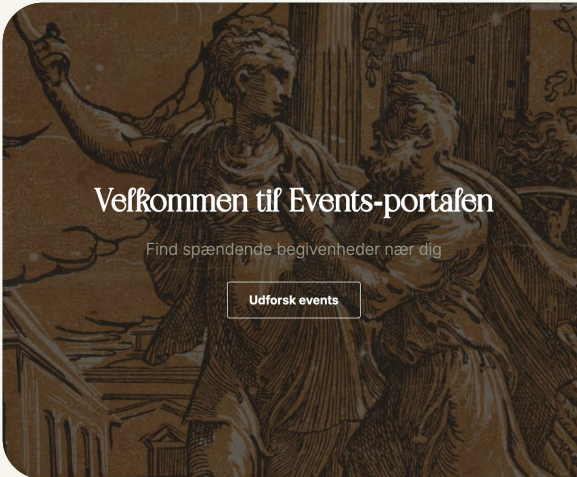


UX COPENHAGEN

Conference Website Redesign

Redesigned the UX Copenhagen conference experience with a focus on usability, information hierarchy, and user journeys. The project aimed to help visitors quickly get a overview for the conference.

- UX/UI Design
- User Flows
- Information Architecture



EVENT DASHBOARD

Event Management System

Designed and developed an event management platform focused on supporting administrators through structured workflows, clear information architecture, and efficient task management. The solution was designed to simplify complex processes.

- UX/UI Design
- Form Design
- CRUD
- API

Education

2023 - 2026
Multimediedesigner
Erhvervsakademiet København

Languages

- Dansk (modersmål)
- Engelsk (flydende)

“I enjoy turning complex ideas into intuitive products through user-centered thinking, visual communication and modern frontend development.”