



## Jeppe Sloth Carlsen

---

Dream > Design > Deploy

(UX/CX/UI)

AI-Enabled Products

SaaS/FinTech & MedTech

Design Systems

Global Teams

### Profile

Design-driven product leader and AI product designer with 25+ years of experience and 250+ complex digital projects across SaaS, FinTech, and healthcare (MedTech/Pharma). I work end-to-end across UX, UI, and product design, specialising in complex, state-heavy platforms where clarity, trust, and usability are critical.

I design human-centred systems that translate technical and business complexity into intuitive user experiences — building and scaling design systems, defining interaction models, and aligning product, development, and stakeholders around shared standards focused on quality, consistency, accessibility (WCAG), and long-term product coherence.

Hands-on and strategic, with deep experience leading distributed product and design teams across Europe and Asia. I actively integrate AI into my workflow and product processes — across research, ideation, specification, and prototyping — wherever it creates real user or business value. I have worked in the AI space since its early days, bringing a grounded, product-oriented perspective to AI-driven design.

Previously agency-side, delivering large-scale digital platforms and experiences for global brands — building a strong foundation in user research, information architecture, and experience design across industries.

Red Dot Design Award honouree.

### Personality

People-first design and product leader combining deep technical and design understanding with calm, decisive execution. Known for building strong cross-functional collaboration, creating psychological safety, and maintaining high standards with a craftsman's eye for detail, usability, and aesthetics.

Pragmatic, data-informed, and consistently curious about emerging technology — equally comfortable moving between strategy and hands-on design.

### Competencies (concise)

Leadership & Collaboration: **Design leadership** · Stakeholder management · **Cross-functional product teams** · Distributed teams

Product & UX: Product design · UX/UI · Interaction design · Design systems · Accessibility (WCAG) · **Complex platforms**

Methods: Product ownership · Agile/Scrum · Design Thinking · **Applied AI (GenAI, LLMs)** · **Spec-driven workflows**

Tools: **Claude Code** · **Cursor** · **ChatGPT** · Figma · Sketch · Adobe CC · Jira · Miro · HTML/CSS · CMS · HubSpot · Azure

### Notable projects (selected)

Selected enterprise, SaaS, and healthcare platforms for global organisations, including:

Bayer Healthcare, Eli Lilly, Novo Nordisk, Merck, Roche, Teva, Danske Bank, Nordea, Arla Foods, Siemens, Mastercard, DSB, BMW Mini, and more.

### LinkedIn profile:

<https://www.linkedin.com/in/jeppestlothcarlsen/>



Jerichausgade 7  
1777 København



+45 31 10 79 13



jeppe@blackbook.dk



Blackbook.dk

## Product & UX Lead – Valiyou [valiyou.com](http://valiyou.com) · [valiyou.io](http://valiyou.io)

Valiyou is an all-in-one SaaS platform helping sports clubs, creators, and organisations measure, manage, and grow the value of their sponsorships.

As founder, I own everything end-to-end: product strategy, UX/UI design, platform architecture, and development.

What I've built:

- **Attention valuation engine** with transparent methodology and professional reporting for sponsor negotiations
- **Complete sponsorship workflow:** inventory, packages, proposals, approvals, digital contracting
- **AI-powered insights** using multi-model LLM setup (Claude, GPT, Gemini) for trend analysis and recommendations
- **Scalable SaaS platform** (Next.js, React, TypeScript) with modular architecture
- **Security and compliance foundations:** EU hosting, GDPR, row-level security, audit logging

Built using an AI-accelerated workflow with Claude from spec to code to QA.

## Head of UX, UI & Design / PM - Zenegy

Zenegy is a SaaS startup specializing in financial software, offering an all-in-one suite for Expense Management, Accounting, and Payroll.

As Head of UX, UI & Design, I led the design and delivery of Zenegy's financial suite. I built the framework from scratch, defining everything from micro-interactions to theming, while also leading the Frontend/Angular teams in Macedonia and India.

Beyond the SaaS platform, I designed the companion apps: **Expense**, **Employee**, and **Xpender**—the latter in collaboration with **Danske Bank**.

In addition to managing the **Design Team**, I established the **corporate identity**, designed the website, newsletters, handouts, and sales materials for fairs and promotions.

I worked closely with CEO **Jacob Wandt** (founder of **e-economic**) and Product Owners across **10+ development teams** to align design with business goals.

- **SaaS Product design:** Dashboard, Organisation, Sales, Expense, Finance, Reports, Milage, Settings, App store, Use profile, Admin Portfolio, Login, Academy, AI Chat, Onboarding, Self-sign-up, authentication, API configuration, User profile, Billing, Payroll, and more
- **App Product design:** Expense, Employee, Xpender, Payroll
- **Marketing:** Corporate Identity, Website, PowerPoint Template, Facebook, LinkedIn, Newsletters, Rollups, Brochures, Business Cards, Email Signatures, Exhibition materials, Video Content, Branding Guidelines, Icon pack.

2016 – 2019

### Senior Digital Art Director - *Marketsquare*

Marketsquare is a retail-focused agency specialising in shop marketing, customer activation, and omnichannel campaigns for some of Denmark's largest retail chains.

As **Senior Digital Art Director**, I was solo responsible for all digital output from concept to execution. I led the design for all **campaign websites, microsites, and e-commerce activations**—always with the customer journey and conversion in focus.

I **designed and animated digital ad assets across social, display, and newsletters**, and implemented solutions in **CMS platforms** such as WordPress. My work was grounded in performance data, and I continuously optimised both design and **SEO** based on user **insights and analytics**.

Beyond **hands-on production**, I managed **client relationships** and campaign delivery—ensuring creative alignment, on-time execution, and budget control across projects.

- **Notable clients:** MobilePay, Stark, Rosengårdscenteret, Lyngby Storcenter, Berlingske Media Sportmaster, Toys”R”Us, Dansk Tandforsikring.

2016 – 2018

### Business Owner - *Bistro Sorte Hest*

2016 – 2016

### Senior Digital Art Director – *Vertic*

Vertic is a strategic digital agency dedicated to creating groundbreaking solutions.

- **Designed an engaging web platform** for the annual EULAR Congress (European Alliance of Associations for Rheumatology) for Eli Lilly.
- **Led UI and UX design** for Ferring Pharmaceuticals' mobile application, Picorep.
- **Notable clients:** SAP, Lilly, Ferring, Novo Nordisk.

2015 – 2016

### Creative Director – *Creuna*

- **Notable clients:** Visit Norway, Nordea, Ekspres Bank, Nets, Rialto Teatret.

2014 – 2015

### Digital Art Director - *Integral*

- **Notable clients:** Ejner Hessel, SodaStream, Konservative Folkeparti, Hypefactor.

2011 – 2014

### Senior Digital Art Director - *Anthill Agency / Agnitio*

Joined when the company operated as Agnitio (CLM for pharma) and continued in the same role through the rebrand to Anthill — one continuous position.

#### **Key contributions:**

- Led creative direction for multi-market digital programs for top pharmaceutical brands—including Bayer, Novartis, Merck, Teva, Amgen, Pfizer, and Novo Nordisk.
- Designed a global HCP web portal for Xarelto (Bayer)
- Created global master e-detailers for Mirena (Bayer), templates and localization kits for fast, consistent local adaptation.
- Designed the UX and UI for interactive conference software for planning and running presentations, videos and quizzes.
- Redesigned the Agnitio iPad e-detailer suite UI and refreshed the company web presence tool to improve usability.
- Designed BI dashboards and data visualizations to analyze HCP engagement, performance and benchmarks.
- Owned company websites, email campaigns and microsites supporting sales and marketing.
- **Notable clients:** Bayer, Pfizer, Novo Nordisk, Novartis, Merck, TEVA, Amgen.

## Education

Bachelor's Degree, Management, VIA University College

Continuing Education, Media House, Copenhagen Business School

Higher Preparatory Examination (HF) at Frederiksberg HF

Vocational Foundation Programme – Graphic Arts

Aarhus Technical College (Aarhus Tech)

## Recommendations



Jes T. S. Brinch  
Founder & Strategic Partnerships - Zenegy

*"I've had the pleasure of working closely with Jeppe for the past 5.5 years, during which he has led the design of Zenegy's products. Jeppe has been the driving force behind the look, feel, and usability of our platform—from early concepts to polished interfaces used daily by thousands of businesses.*

*His sense of structure, aesthetics, and user-centered thinking is exceptional. Jeppe combines deep technical insight with a rare ability to translate complexity into intuitive and elegant design. He doesn't just make things look good—he makes them work beautifully.*

*On top of his professional skills, Jeppe is one of the most decent and genuinely kind people I've worked with. He's thoughtful, constructive, and an outstanding colleague through and through.*

*I give Jeppe my warmest and most wholehearted recommendation."*



Hilda Fro Prins Kløvedal Hickling  
Partner & Director - Ruby&Red

*"Jeppe is a fantastic colleague, both socially and professionally. He has a positive mindset and always sees opportunities before obstacles in any project. Jeppe has a great eye for both aesthetics and technical details. He works independently and is a true nerd—in the best possible way—with a natural UX instinct; user-friendliness and understanding digital behavior across different target groups are key priorities for him when developing solutions. The end result of Jeppe's work is always of high quality.*

*Oh, and he's also incredibly kind and easy to work with."*



Jacob Thyssen  
Chief Creative at Marketsquare

*"I've worked with Jeppe on two separate occasions. The first time was years ago when we were both at Bates. Back then, Jeppe was my first guide into the digital world. When we reconnected at Marketsquare, he had evolved into what he calls a 'digital Swiss army knife', which was exactly what we needed. During his 2.5 years with us, he designed, coded, and helped with everything from social media to digital bus shelter ads. He delivered 10 websites and over 500 banners. Jeppe is ALWAYS ready to help, and if he doesn't have the answer, you know he'll find it shortly after. I wish Jeppe all the best."*

### Additional skills & expertise:

Senior UX Designer · Human-Centred Design · Complex Systems Design · Platform UX · Product Management · Product Strategy · SaaS Product Design · Digital Product Development · Customer Experience (CX) · Service Design · Information Architecture · User Research · Usability Testing · Enterprise UX · Mission-Critical Systems · Workflow Design · Mobile UX · Interface Design · Visual Design · Visual Communication · Responsive Design · Digital Design · Creative Direction · Brand Strategy · Corporate Identity · Generative AI · AI Product Design · AI UX · AI-Driven Workflows · AI Integration · AI Product Strategy · Human-AI Interaction · AI Prototyping · Prompt Engineering · Large Language Models · Workflow Automation · Decision Support Systems · Cross-Functional Leadership · Cross-Functional Collaboration · Product & Engineering Alignment · Agile Leadership · Innovation Leadership · Change Management · Digital Transformation · Design Ops · Design Tokens · Prototyping · Data Visualization · Localization · Modular Architecture · Scalable Platforms · White-Label Platforms · SaaS · B2B Platforms · Enterprise Software · FinTech · MedTech · HealthTech · Financial Software · Workflow Platforms · Storybook · Adobe XD · Confluence · TYPO3 · SEO · Product Innovation · Business Development · Project Management

📍 Jerichausgade 7  
1777 København

☎ +45 31 10 79 13

✉ jeppe@blackbook.dk

🖱 Blackbook.dk