

# Nicolai Joshua

## Senior UX Designer

I am a Senior UX Designer focused on research-driven product development within complex digital systems. I have led UX initiatives across e-mobility, telecommunications, and healthcare, most notably as UX lead on the Clever app since 2021, where I helped increase app CSAT from 49% to 73%. I work at the intersection of business goals and user needs to ensure teams focus on the right problems. My approach prioritises clarity, measurable impact, and long-term product quality.



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## Experience

### Senior UX Designer

Clever: June 2021 -

UX lead on the Clever app, responsible for research, concept development, and cross-functional alignment across product and engineering. Driving clarity in complex charging systems and ensuring solutions are grounded in both user insight and business objectives.

#### Key Impact

- Increased app CSAT from 49% to 73%
- Reduced app-related support calls by 51%
- Built and scaled a 5,000-user research panel
- Contributed to hiring and developing UX team capacity

### User Experience Consultant

Telenor Denmark: September 2018 - June 2021

Led UX initiatives across B2C and B2B self-service platforms. Conducted qualitative research, defined UX metrics, and translated insights into validated concepts and scalable design solutions. Contributed to design system development and cross-team alignment.

#### Key Impact

- Led redesign of B2B self-service portal
- Established B2B customer research panel
- Increased digital self-service adoption
- Contributed to establishing a UX culture across teams
- Mentored and recruited UX talent

### User Experience Designer

Region Midtjylland: December 2017 - September 2018

Supported the development of a Business Intelligence portal for healthcare professionals. Conducted user research and contributed to making complex patient data accessible and actionable for doctors and nurses. Collaborated with stakeholders across healthcare and IT to ensure solutions aligned with both user needs and organisational requirements.

#### Key Impact

- Increased BI portal adoption by aligning structure with workflows
- Established structured user research practices
- Improved access to patient data
- Contributed to the long-term UX direction of the BI platform

### UX intern

Region Midtjylland: August 2017 - December 2017

As a UX intern, my focus was on making Business Intelligence, such as patient information, accessible and comprehensible for doctors and nurses through digital self-service (BI portal in Region Midtjylland).

## Education

### Master of Science (MSc) in IT - Interactive Digital Media

Aalborg University: September 2016 - June 2018

Focused on user-centred design, digital product development, and strategic design within complex organisational contexts. My master's thesis examined how user-centred design influences the implementation of business intelligence systems in healthcare.

### Bachelor of Arts (BA) in Communication and Digital Media

Aalborg University: September 2013 - June 2016

Focused on digital communication, organisational communication, and the role of digital media in shaping user behaviour and information flows.

## Certifications

### CPUX-M Certified Professional for Usability and UX

UXQB: June 2025

An international certification focused on UX leadership and organisational integration. Covered UX strategy, governance models, cross-functional collaboration, maturity assessment, and operationalising UX at scale.

### Design Sprint Nanodegree

Udacity: September 2019

An intensive program focused on running and contributing to Design Sprints. Covered structured problem definition, hypothesis testing, rapid prototyping, and decision-making under uncertainty in cross-functional teams.

## Community & Leadership

### Co-Founder, ux&coffee

Copenhagen, Denmark: March 2024 -

Co-founded a professional UX network for practitioners in Copenhagen focused on knowledge sharing, peer learning, and career development. Facilitating meetups and conversations around UX practice, product thinking, and professional growth.