+45 6165 1065 · hello@mikkelkoster.com · www.mikkelkoster.com · linkedin.com/in/mikkelkoester

Mikkel Køster

Product Designer & Design Leader

Maker · Player-coach · Design at scale

About me

A design leader who **still does the design**. I work inside the product team, in Figma and in code, and **prototype with AI every day** to get to something people can click early. Over **15+ years** I have also **built design functions from zero**, led teams of up to 12 designers, mentored 25+, and taken the work to CEOs, steering committees and investors.

Selected impact

- **€30M Series B:** co-created the pitch and led the deck that set 2025 product direction at Formalize.
- **#1-rated on G2:** Whistleblower Software, one of the two Formalize products I led design for.
- **6 → 12 designers** at Maersk across 20+ product teams, with a 4.25/5 UX engagement score in Gallup.
- **2M+ members, 4.6 in the App Store:** Club Matas, best e-commerce app at E-handelsprisen 2023.
- **66% weekly use** among eligible members of Dansk Metal's job search app, Mit Metal.

Own products

- **Chapeau:** training plans and an AI coach for ambitious amateur cyclists. iOS, in testing.
- **Hausy:** renovation price estimates from public data about your house and our own pricing engine. Web, with Mark Petersen.
- **Klar:** a remote for Stellantis EVs: preheat the car, check the charge and see your battery on arrival. iOS, on the App Store.

Sep 2026 – Now

www.mikkelkoster.com

My company for freelance work and own products.

The Luna Project

Freelance, Fractional & Own Products

Hands-on product design and product strategy, freelance or fractional, inside product teams.
I work hands-on across discovery and framing, concepts, high-fidelity design and design systems, and prototype in code with AI to test ideas early. I join an existing setup and work the way it already works, with very little onboarding. Currently designing an e-commerce solution for Bent Brandt.

Sep 2024 – Sep 2026

2 years 1 month

www.formalize.com

Compliance platform for governance, risk and compliance.

Formalize

Head of Product Design

First design leader at a hyper-growth compliance startup. Designed hands-on while building the function from zero, in a domain where poor UX is a liability.

- Designed the component-based design system hands-on, used across both core products
- Designed the full platform redesign inside a product team, for compliance professionals
- Built a senior team from zero: 2 Principal, 1 Staff and 1 Senior Product Designer
- Moved design from an occasional freelance favour to fully embedded in product triads

Jul 2021 – Sep 2024

3 years 3 months

www.maersk.com

Global container logistics and end-to-end supply chain.

Maersk

Lead UX Designer

Designed the north-star vision for Maersk's end-to-end supply chain platform while leading UX across 20+ product teams and 260 engineers, one of Denmark's biggest digital transformations.

- Designed the platform's north-star flows and the first Grand Central Station, its new front door
- Reviewed work in the file and designed reference examples the 12 designers could build on
- Scaled the team from 6 to 12 with pillars for Product Design, Design Systems and Research
- Led Flea Market, the design system, and won executive buy-in for earlier UX involvement

+45 6165 1065 · hello@mikkelkoster.com · www.mikkelkoster.com · linkedin.com/in/mikkelkoester

Jan 2021 – Jul 2021
7 months

Digital sleep brand from Hilding Anders Group.

Sleepacy

Head of UX

- Designed the Sleepacy e-commerce site from scratch, hands-on from concept to final design
- Took a Sleep Services app from concept through prototypes and user validation to final design

Oct 2018 – Jan 2021
2 years 4 months

www.1508.dk

Copenhagen design agency for digital services.

1508

Experience Design Director, Jun 2019 – Jan 2021 | **1 year 8 months**
Senior Experience Strategist, Oct 2018 – Jun 2019 | **9 months**

- **Club Matas:** designed the loyalty app end to end. 2M+ members, 4.6 in the App Store
- **Finansforbundet:** UX lead on the digital transformation, designing 8 new digital products
- **Dansk Metal:** UX lead on Mit Metal, a job search app used weekly by 66% of eligible members

Apr 2018 – Oct 2018
7 months

New York design and innovation studio.

Firstborn New York

Senior Experience Strategist

- UX and concept lead on a skincare platform; created a skin ID system to personalise discovery
- Taught design thinking, hypothesis-driven design and agile ways of working internally

Jan 2014 – Jan 2018
4 years 1 month

www.noaignite.com

Nordic digital agency, Fast Company Most Innovative 2023.

NoA Ignite

Senior Strategist, Apr 2016 – Jan 2018 | **1 year 10 months**
Digital Strategist, Jan 2014 – Apr 2016 | **2 years 4 months**

- **Danske Bank:** UX and strategy lead on Pocket Money, the first bank debit card and app for kids 8–14
- **Varier:** UX lead on an app for healthy sitting, Danish Digital Awards 2016, shown at IFA Berlin

May 2013 – Jan 2014
9 months

www.monstarlab.com

Global digital product studio, formerly Nodes.

Monstarlab Former Nodes

Digital Advisor

- Designed the user experience for a platform behind the BMW i3 launch, with YouTube
- Advised clients on digital strategy and mobile UX, including concepts for TDC

2008 – 2013

Earlier

Agency, founder and school years

- **Thinkhouse,** Creative Project Leader: digital campaigns for Coca-Cola, Carlsberg and Mars.
- **Riot Bernard,** Co-founder & partner in Shanghai: online-only prescription eyewear, buy one donate one.
- **Wolff Olins,** Intern in London: co-creation workshops for American Express and Skype.
- **The Kaospilots,** Aarhus: 3-year hybrid business, design and leadership programme.

Key skills

- **Craft, prototyping & AI:** hands-on daily in Figma and code; prototyping with AI, including Claude Code.
- **Design systems:** building and governing systems that keep large engineering organisations consistent.
- **UX & user research:** discovery, synthesis, testing and iteration, from first concept to shipped product.
- **Design leadership:** design vision, principles and quality standards, taken to C-level and investors.
- **Team building & mentorship:** hiring, structuring and growing teams with psychological safety.
- **Stakeholder collaboration:** working across product, engineering and executives, and securing buy-in.