



See my portfolio

www.mikkalkoster.com

Mikkel Køster

Design Leader • Player-coach • Product Strategist

About me

With 15+ years shaping digital products across complex organisations. From enterprise SaaS platforms to consumer apps with millions of users. I build and lead multidisciplinary design teams, set product design direction, and stay hands-on close to the craft. My approach bridges strategic vision and executional craft: I mentor designers, champion user-centricity at the leadership table, and create the conditions for teams to do their best work.

In brief

- Currently Head of Product Design at [Formalize](#), a reg-tech company, overseeing 2 compliance solutions.
- Before this, I led a team of 12 designers at [Maersk](#) on an end-to-end supply chain platform.
- I also designed an e-commerce site from scratch for a brand-new concept around selling sleep — [Sleepacy](#).
- Prior to that, I worked as Experience Design Director at the renowned strategic design company [1508](#).
- Following my dream, I moved to NYC where I worked at an innovation agency called [Firstborn](#).
- Additionally, I have worked for 4 years at [NoA Ignite](#) as a hybrid strategist and UX'er.
- I've further worked at [Monstarlab](#) (formerly [Nodes](#)) as a digital advisor.
- Dipped my toes in the start-up world by selling prescriptive glasses with [Riot Bernard](#).
- And interned at the world-acclaimed branding agency [Wolff Olins](#) in London.
- Finally, I am a graduate of [The Kaospilots](#) — a hybrid business and design school.

Sep 2024 - Now

www.formalize.com

Formalize helps companies stay ahead in the ever-evolving compliance landscape by offering a customizable compliance platform that streamlines governance, risk, and compliance (GRC) processes.

Formalize

Head of Product Design

Built the design function from zero at a hyper-growth compliance startup operating in a trust-critical, regulation-heavy domain, where poor UX isn't just friction, it's a liability.

- Assembled an exceptionally senior design team from scratch: 2 Principal Product Designers, 1 Staff Designer, and 1 Senior Product Designer.
- Built a component-based design system from scratch, enabling consistent, fast-moving product delivery across two core products.
- Led a full platform redesign — modernizing the experience to feel faster, clearer, and more trustworthy for compliance professionals.
- Moved design from afterthought to strategic partner — embedded in every product team and central to the company's €30M fundraising narrative.

Jan 2021 - Sep 2024

3 years 3 months

www.maersk.com

Maersk's Supply Chain Platform is an integrated end-to-end supply chain platform that handles complicated logistics processes — allowing customers more time to concentrate on their core business. The vision is to become the global integrator of container logistics.

Maersk

Lead UX Designer

Led the design vision for Maersk's end-to-end supply chain platform — one of Denmark's most ambitious digital transformations, serving 350+ users across 20+ product teams and 260 engineers.

- Scaled and structured the design team from 6 to 12 members within 6 months, establishing dedicated pillars for Product Design, Design Systems, and UX Research
- Initiated and led Flea Market, a comprehensive design system project that unified patterns platform-wide and drastically reduced technical and design debt
- Untangled complex, data-heavy workflows into intuitive experiences, defining the design principles that aligned 20+ product teams and 260 engineers around a cohesive user experience
- Elevated design to a strategic partner, securing executive-level buy-in for earlier UX involvement in the product cycle and held keynotes to the entire Maersk design community

Jan 2021 - Jul 2021
6 months

Hilding Anders Group is one of the world's leading bed and mattress producers and has embarked on a global, digital transformation, accelerating its mission to "Improve Life Through Sleep" through the brand Sleepacy

Sleepacy

Head of UX

- Designed an e-commerce site from scratch for the Sleepacy brand.
- Drove a new app concept offering "Sleep Services" from initial concept through prototypes to user validation and final design.
- Led external design and development agencies to align on a shared product vision

Oct 2018 - Jan 2021
2 years 4 months

www.1508.dk

1508 helps companies build valuable services, experiences or processes to accelerate their digital transformation and innovation. 1508 designs what matters.

1508

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

- **Club Matas:** UX lead on Denmark's largest loyalty app (1.3M members), designed end-to-end from scratch. App Store rating 4.6 from 32,193 reviews.
- **Finansforbundet:** UX lead on digital transformation, conceptualizing and designing 8 new digital products for members.
- **Dansk Metal:** UX lead on 'Mit Metal', a job search app for unemployed members. 66% of eligible members use it weekly. iOS rating 4.0.

Apr 2018 - Oct 2018
6 months

Firstborn is a design and innovation company who works with forward-looking companies to shape modern brands for a purpose-driven future. Named #7 best U.S. Design Studio.

Firstborn New York

Senior Experience Strategist

- UX and concept lead on a new skincare platform — created a unique skin ID system to personalize product discovery for users
- Led internal teaching on design thinking, hypothesis-driven design, and working more agile in smaller teams

Jan 2014 - Jan 2018
4 years

www.noaignite.com

NoA Ignite designs and builds digital flagship experiences with the power to evoke emotions — the secret sauce to long term growth. NoA Ignite is on Fast Company's prestigious 'Most Innovative Companies' list in 2023!

NoA Ignite

- Senior Experience 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 app from a major bank combining a debit card with money management for children aged 8-14
- **Varier:** UX lead on an award-winning app promoting healthy sitting habits. Won Experimental category at Danish Digital Awards 2016, displayed at IFA Berlin

May 2013 - Jan 2014
9 months

www.monstarlab.com

Monstarlab (former Nodes) delivers expert engineering and stunningly designed digital solutions to unleash growth for businesses, customers, and society.

Monstarlab Former Nodes

Digital Advisor

- Advised clients on digital experience strategy and mobile UX across connected product launches and digital platforms
- Designed the user experience for a platform facilitating the BMW i3 launch in partnership with YouTube
- Conceptualized digital experience concepts for TDC, including consumer support and child safety applications

Oct 2011 - Apr 2013
1 year 7 months

www.thinkhouse.dk

Thinkhouse is a creative communication agency focusing on concept development of trade campaigns across all media platforms.

Thinkhouse

Creative Project Manager

- Led digital campaign strategy and creative production for major brands including Coca-Cola, Carlsberg, Tuborg, Mars, and Snickers
- Bridged offline and digital execution – integrating campaign events with social and digital media strategies

Mar 2011 - Oct 2011
9 months

Riot Bernard sold stylish prescriptive glasses with a rebellious brand – online only. For every pair bought, we donated a pair to a person in need.

Riot Bernard

Co-Founder

Shanghai

- Co-founded an online-only prescription eyewear brand with a buy-one-donate-one model, challenging the conventional optical market
- Led brand, marketing, and logistics during launch, including establishing key partnerships during a pivotal stay in Shanghai

Oct 2010 - Jan 2011
4 months

www.wolffolins.com

Wolff Olins help create transformative brands that move businesses, people and the world forward.

Wolff Olins

Intern

London

- Developed creative tools and facilitated co-creation workshops for clients including American Express and Skype at one of the world's leading brand consultancies
- Contributed to concept development and research across client engagements

Aug 2008 - Jun 2011
3 years

www.kaospilot.dk

The Kaospilots is a 3-year hybrid business and design school focusing on leadership and entrepreneurship.

The Kaospilots

Student

- Three-year hybrid business, design, and leadership programme – ranked among the world's most innovative schools by BusinessWeek and FastCompany
- Focused on leadership, entrepreneurship, and project-based learning in real-world contexts

Key skills

Design leadership

Setting direction across complex product ecosystems; design vision, principles, and quality standards.

Design systems

Building and governing component-based design systems; ensuring consistency across large engineering organizations.

Team building & mentorship

Hiring, structuring, and growing multidisciplinary design teams; psychological safety and high-talent-density cultures.

Stakeholder collaboration

Working across product, engineering, and executive stakeholders; communicating design strategy and securing buy-in.

UX & user research

User-centred design end-to-end; discovery, synthesis, prototyping, testing, and iteration at scale.

Prototyping & craft

Hands-on in Figma; comfortable from rough concept to high-fidelity interaction design.