

AWARDS

WEBBY AWARDS

Nominated
2015

DANISH INTERNET AWARDS

Shortlisted
2013

DANISH INTERNET AWARDS

Shortlisted
2012

REVOLUTION AWARDS

Commended
2010

BIMA AWARDS

Shortlisted
2009

NMA EFFECTIVENESS AWARDS

Shortlisted
2007

REVOLUTION AWARDS

Shortlisted
2007

TAXATION AWARDS

Shortlisted
2006

TAXATION AWARDS

Winner
2005

GOOD COMMUNICATION AWARDS

Finalist
2005

E-GOVERNMENT NATIONAL AWARDS

Shortlisted
2005

PROFILE

Award-winning Product Manager with a track record of driving innovation at leading global brands, including LEGO, Coca-Cola, Novo Nordisk, Saxo Bank, and Thomas Cook.

Experienced in leading cross-functional teams to develop data-driven solutions that enhance customer experiences and deliver measurable business impact.

At the forefront of the digital industry, consistently staying ahead of emerging technologies to craft forward-thinking product strategies that align with business objectives and market demands.

SELECTED ACHIEVEMENTS

Spearheaded the redesign of the **LEGO.com/kids** experience, utilizing user-centered design principles to enhance engagement and usability. The result was a 250% increase in user engagement.

Lead the migration of the **LEGO TV** experience into the wider LEGO digital ecosystem. Utilized data analytics to understand user behavior and preferences, which informed product and content strategy.

Led the design and product management of the **Avatar Builder** for the LEGO Life app, making it the most popular feature and driving user retention and engagement. It became a core pillar of the app's marketing strategy and strategically connected Epic's LEGO Fortnite with LEGO's digital ecosystem.

EXPERIENCE

SENIOR PRODUCT MANAGER

LEGO | 2019 - PRESENT DAY

Led cross-functional teams to drive product strategy and deliver exceptional user experiences. Focused on data-led decision-making and collaboration across disciplines to achieve business objectives and enhance user engagement.

- Oversaw the complete redesign of **LEGO.com/kids** using user-centered design and a new design system, resulting in a 250% increase in user engagement through improved usability and personalized content.
- Unified designers, developers, and stakeholders under a cohesive product vision, using data analytics to drive product enhancements and support LEGO's digital growth.

This role combined strategic leadership with user-centric solutions, delivering impactful digital experiences for LEGO's global audience.

SKILLS

PROFESSIONAL

Digital Product Development
Digital Strategy
Stakeholder Management
Data Analysis
User-Centered Design
UI Design
Usability & Accessibility

TECHNICAL

Jira
Miro
Figma
Power BI
ChatGPT
Midjourney

CERTIFICATES

AGILE PROJECT MANAGEMENT

Coursera
2025

COMPETITION LAW COMPLIANCE

LEGO
2022

EDUCATION

MULTIMEDIA DESIGN

Aarhus Technical College
2000 – 2003

CERTIFICATE IN MULTIMEDIA

Southbank Institute of Technology
1997 – 1998

LANGUAGES

ENGLISH

Fluent

DANISH

Fluent

INTERESTS

Gaming
AI
Digital Art
Street Art

INTERFACE DESIGN MANAGER

LEGO | 2017 - 2019

Shaped the strategic direction of LEGO's digital product portfolio, laying the foundation for the Senior Product Manager role. Provided design leadership to drive innovative user experiences and align digital product development with business objectives.

- Led the design and strategic development of **LEGO TV**, using data analytics to inform content strategy and enhance user engagement. Secured organizational backing and funding for new content through strategic stakeholder management.

This role combined strategic design leadership with data-driven decision-making, influencing the evolution of LEGO's digital portfolio.

UX ARCHITECT

LEGO | 2013 - 2017

Pioneered the UX discipline at LEGO, advocating for user-centered design and shaping digital experiences for a global audience.

- Designed the UI for the **LEGO Club** website, earning a Webby Award nomination for excellence in digital design.
- Led the design and product management of the **Avatar Builder**, making it the most popular feature on the app and a core pillar of the marketing strategy, connecting Epic's LEGO Fortnite with LEGO's digital ecosystem.

This role combined user-centered design with strategic digital product development, driving innovation within LEGO's digital ecosystem.

UX DEVELOPMENT LEAD

HELLO GROUP | 2010 - 2013

Represented Denmark's leading UX agency at lectures, seminars, and conferences.

- Led the design of **Saxo Bank's Modern Wealth Management** system, shortlisted for the Danish Internet Awards.
- Designed the UI and experience architecture for **Thomas Cook Airlines'** passenger and cargo system.

INFORMATION ARCHITECT

WUNDERMAN | 2009 - 2010

First role in Denmark and with a large-scale organization. Led UX projects for global brands, including **Coca Cola** and **Novo Nordisk**.

ASSOCIATE EXPERIENCE ARCHITECT

FORTUNE COOKIE | 2008 - 2009

As part of a natural shift in the industry, my accessibility role transitioned into more UX design focused one.

- Designed the UI and experience architecture for a social network called **Doc2Doc**, which was revolutionary for its time. The experience was shortlisted at the BIMA Awards and was commended at the Revolution Awards

ACCESSIBILITY SPECIALIST

FORTUNE COOKIE | 2007 - 2008

Joined Fortune Cookie to collaborate with **usability expert Julie Howell**.

- Co-authored articles on digital accessibility, including a feature on the travel industry published in New Media Age magazine.

Career history beyond this point is available on
[Linkedin.com/in/runeleth/](https://www.linkedin.com/in/runeleth/)