Alexander Varney

Digital designer and product builder

EXPERIENCE

Senior Product Designer   Nov 2022 — Present

Undo

Undo is a 100% digital insurance company. As the design lead for the car insurance product, I've applied psychology-based design principles to help new customers understand and choose the right coverage, resulting in a 9% increase in the average premium paid by new customers. I also redesigned parts the referral program to be more cost-effective, saving +3.5M DKK/yearly.

I also took the initiative to establish a user panel, enabling the design team to more effortlessly validate hypotheses and engage in ongoing product discovery.

Senior Product Designer   Feb 2020 — Nov 2022

GoMore

GoMore is a car-sharing platform with more than 3 million members. I've worked with product design, UX research, brand design, illustration and code. Notable projects I've been a part of include overhauling the onboarding flow for car owners, improving the conversion rate of the checkout flow for leasing customers, and revamping the renter identity verification process to combat fraud.

Product Designer   Apr 2016 — Feb 2020

GoMore

Worked end-to-end on +50 features. I led the design and implementation of a large website rebranding project. Actively contributed to and maintained the design system for apps and web.

Frontend Designer   Oct 2015 — Apr 2016

GoMore

I worked on new feature development, modernizing the frontend codebase and supporting new market launches.

Designer   Sep 2014 — Sep 2015

Founders

I was a part of the Founders Core Team where I helped launch the first version of GoBox, a storage product, and worked on early versions of Pleo, a company expense solution.

UX Designer   Mar 2014 — Sep 2014

Usable Machine

Usable Machine is a UX consultancy that specializes in business applications. I created interactive prototypes in Axure, conducted user research and usability tests, and wrote reports and specifications.

CONTACT

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SKILLS

Product Design	Figma
Web Design	Sketch
App Design	Maze
UX Research	Adobe CC
User Interviews	HTML & CSS
Product Discovery	JavaScript for design
Product Analytics	Git
Facilitation	A/B Testing
Visual Identity	Webflow
Prototyping	

CERTIFICATIONS

Product Psychology Masterclass (2023)
Growth Design

AWARDS

Danish Design Award (2017)
GoMore

LANGUAGES

Danish (native)
English (professional)

EDUCATION

MSc, Digital Design & Communication
First semester (30 ECTS)
IT University of Copenhagen
2014 — 2015

PBA, Innovation & Entrepreneurship
Cphbusiness Lyngby
2012 — 2014

AP, Multimedia Design
Business Academy Aarhus
2010 — 2012