

## Education

MSc in Digital Design & Communication (Cand.IT)  
IT University of Copenhagen  
August 2014 – June 2016.

PBa in Webdevelopment  
CPH Business  
August 2012 - January 2014.

Multimedia Design & Communication  
K-Nord (CPH Business)  
August 2010 - June 2012.

HF  
NGG / Gentofte HF  
August 2002 – June 2005.

## Courses

User Centered Design (UCD)  
Design Psykologi  
October 2019.

## References

Novo Nordisk  
Anders Jepsen, AJEP  
Henrik Lynge, HLYL  
(please see letter of recommendation)

Capture One  
Jacob Snedled  
(please see letter of recommendation)

Trollbeads  
Richard McAllister  
(please see letter of recommendation)

Cspot  
Daniel Szuster  
(please see letter of recommendation)

## Competencies

### Professional

Versatile  
Creative  
Curious  
Ambitious  
Thorough

### Personal

Empathic  
Extroverted Introvert  
Positive-spirited  
Conscientious  
Persevering

## Languages

**Danish:**  
Native

**English:**  
Spoken: Fluent  
Written: Fluent

## Tools

### Proficient:

Figma  
Trello  
Adobe CC/CS5  
Illustrator, InDesign, Photoshop  
Adobe XD  
Office 365  
Sharepoint 2007/2010/Online  
Jira

### Knowledgeable:

Sketch  
InVision  
Zeplin  
Unbounce  
LucidChart  
Miro

## About me

In my personal life I enjoy the company of my family, good friends at board game nights, festivals, or just a coffee and a chat to catch up.

I love to travel and for my latest adventures I went to New Zealand in 2018 and Japan in 2019, where I had a lot of great experiences and met new people. I enjoy abstract painting, crocheting all kinds of stuff and I like to challenge myself in OCR races at a non-elite level.

I also enjoy pushing my limits with (sensible) weightlifting.

## Sally J. Loft

As a brand aware digital designer with a background in UI design, UX and development, I have a strong passion for ensuring excellent user experiences. Correct, data-backed and targeted communication is key. My professional and educational background has provided me with hands-on skills that enable me to take on a holistic approach to the execution of the task at hand. I am a conscientious person and care deeply about how my work impacts other people.

**Portfolio:** [www.sallyloft.com](http://www.sallyloft.com) <https://www.linkedin.com/in/sally-j-loft/>

**Tlf:** +45 22 92 27 99. **E-mail:** [Sally\\_Loft@hotmail.com](mailto:Sally_Loft@hotmail.com)

## Work

### UX Optimisation specialist / UX Designer at Danske Spil A/S January 2021 - Currently Employed (Fulltime employment)

UX Reviews & UX consultancy on several larger projects  
Flow analysis and improvement  
Splittesting, User testing, testplans & hypothesis  
UI Design & UI consultancy on several projects  
Conversionrate optimisation (CRO)  
Test Reporting  
Result Reporting  
Vendorcontact and task management  
Responsible for studentassisant and responsible for hiring of new student.  
Mentoring  
Responsible for payment to users and invoice approval

Tools:  
Figma, Trello, Jira, LookBack, Preely, Hotjar

### UX Specialist at Capture One February 2020 - January 2021 (Fulltime employment)

Responsibilities:  
Concept development  
Digital design and UX consulting  
User flow optimisation and journeys  
User Experience and interface design  
Structure design  
Wireframing  
Mockup creation and prototyping  
Frontend development consultancy

Tools:  
Adobe Illustrator & Photoshop CC/CS5 & Adobe XD, HTML, CSS

Results:  
Flow optimisation  
E-commerce Product cards

### Frontend Developer & UI/UX Designer at Trollbeads A/S May 2017 – February 2020 (Fulltime employment)

Responsibilities:  
Concept development  
Digital design and consulting  
Producing graphic elements such as icons and User interfaces  
User journeys  
User Experience design  
Structure design  
Wireframing  
Mockup creation and prototyping  
Frontend development.

Tools:  
Adobe Illustrator & Photoshop CC/CS5 & Adobe XD, HTML, CSS, Node JS

Results:  
Mobile Experience for Trollbeads.com  
Trollbeads Brandsite  
Trollbeads Partner  
Online Events  
Examples of work can be found on [www.sallyloft.com](http://www.sallyloft.com)

### IT Student Assistant & Internship at Novo Nordisk A/S

November 2012 – July 2016.

Responsibilities:  
Producing graphic elements for presentations, LMS & Clinical Systems Toolbox  
Newsletter layout creation (monthly)  
SharePoint (GlobeShare) sitecollection owner, maintenance & UI Design

Tools:  
SharePoint  
MS Publisher  
Adobe Illustrator  
JavaScript

Results:  
Bachelor Project: "Clinical Systems Toolbox", 2014  
Thesis: "A study of social telepresence in a modern workplace", 2016  
(in short, this was a study of what happens to communication when gestures and facial expressions are missing, transmitted from a distance and hindered/enabled by technology)

### Internship at Cspot Aps January 2012 - April 2012

Responsibilities:  
Digital Ad creation  
Consult clients in regards to design  
Website creation (Multimedia design final assignment)

Tools:  
Adobe Illustrator CS5, HTML, CSS

### IT Student Assistant at A.P. Møller-Maersk A/S

September 2010 – November 2012.

### Switchboard Operator at A.P. Møller-Maersk A/S

January 2008 – September 2010. (fulltime employment)

### Checkout-assistant and misc. retail roles at Føtex, Lyngby

2001 - 2007

## Other activities

Voluntary instructor at FitForKids - 2023

Højskole at Ubberup Højskole, September – December 2016

Board member in housing cooperative, A/B CHR X (andelsforening),  
October 2011 - May 2013

Volunteer in student-driven bar, 2005 -2009.

Volunteer at Skanderborg Festival, August 2012.

Volunteer at Roskilde Festival, June 2004.