

Senior Product Designer

Christina Jensen

Designing the *right* thing, together

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Approach

Senior Product Designer connecting user needs, business goals and technical possibilities to create meaningful product experiences.

I take a strategic, research-driven approach, with a focus on accessibility and the bigger picture.

I believe the best solutions emerge when we share a vision, challenge ideas and bring different perspectives together - while having fun on the way.

- Product discovery & strategic thinking
- User research & usability testing
- Data-informed design & experimentation
- End-to-end product design
- Interaction & UI design
- Visual direction
- AI-assisted design & prototyping
- Accessibility & inclusive design
- Cross-functional collaboration & facilitation

Tools

`Design & prototyping`

Figma · Figma Make · Claude Design/Code · Affinity

`Research & insights`

Dovetail · Maze · Pendo

`Collaboration`

Miro · FigJam · Confluence

`Technical`

HTML/CSS

Personal interests

Nature · Concerts · Reading · Meditation · Making · Travel

Experience

Senior Product Designer

`2016 - 2026` · Siteimprove

- Designed and evolved B2B SaaS solutions that expanded digital accessibility capabilities across websites, mobile apps, PDFs, design files and code.
- Used customer research and journey mapping to shape product priorities and address user needs.
- Explored early proactive and conversational AI patterns for accessibility remediation, informing emerging product experiences.
- Introduced journey-mapping templates adopted across the design team and facilitated workshops to align teams around user needs.

Digital Designer

`2013 - 2014` · webCRM

Student Digital Designer

`2012 - 2013` · Molamil

Freelance Web Designer

`2011 - 2014` · Aalborg University, Music for Dreams

Education

Digital Design and Communication

`2014 - 2016` · Master's

IT University of Copenhagen

Interactive Design

`2010 - 2013` · Bachelor's

Danish School of Media and Journalism

Multimedia Design

`2008 - 2010` · AP

Copenhagen School of Design and Technology

Selected personal development

- `2025` · The Power of Storytelling in Product · Internal talk
- `2022` · Continuous Discovery Course · Teresa Torres
- `2019` · Accessibility in UX · Talk at CPH UX
- `2025` · UX Con Vienna · Conference attendance