

DANIEL THORN REUSS SCHMIDT

UX Designer

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PROFESSIONAL PROFILE

UX Designer with a background in anthropology and digital marketing, combining a deep understanding of human behaviour with data-informed, user-centred design practice. Experienced in identifying friction in user journeys and translating research insights into wireframes, prototypes, and tested design solutions in Figma.

PROFESSIONAL EXPERIENCE

UX Designer — Freelance, Reuss Media

January 2023 – December 2025

Aarhus

- Worked as an independent UX designer across 20+ client projects sourced through Fiverr, Upwork, and professional network, covering the full end-to-end design process from discovery to delivery across web and e-commerce products.
- Conducted user research, mapped user journeys, and identified friction points, translating findings into wireframes, interaction design decisions, and interactive prototypes in Figma.
- Delivered complete digital platforms from scratch for clients with no existing online presence — including full website builds, branding, and subscription setup — enabling new customer acquisition channels.

UX Designer, Løvbjerg

March 2025 – June 2025 · Internship

Horsens

- Improved the JATAK platform by mapping existing user journeys and identifying friction points and interaction design opportunities in key user flows.
- Designed and validated wireframes and prototypes in Figma, conducting usability tests to validate design thinking decisions before handover.
- Reduced bounce rate by 11% and increased user interaction by 23% following implementation of design improvements.

E-commerce Specialist, Kaffekapslen

January 2025 – March 2025 · Internship

Aarhus

- Optimised UX/UI for product cards and category pages, improving visual hierarchy, information architecture, and reducing cognitive load on key purchase-flow pages.
- Worked in Magento and collaborated with the development team to implement changes, resulting in improved page engagement metrics.

Marketing Specialist, Handyman Ribe

June 2020 – September 2022

Aarhus

- Planned and executed digital marketing campaigns across social media and search, building an understanding of user behaviour, conversion patterns, and content performance.
- Analysed campaign data to optimise targeting and messaging — growing brand visibility and generating a 50%+ increase in inbound customer inquiries.

Marketing Manager, Key2Know

October 2021 – January 2022

Copenhagen

- Managed Google Ads and SEO strategy, applying user search behaviour insights to refine targeting and content — driving over 200% revenue growth during the engagement.

Commercial Marketing Coordinator, JM Advisory

February 2021 – October 2021

Copenhagen

- Coordinated digital marketing activities across channels, building segmented email campaigns and A/B testing content to optimise performance.
- Achieved a 180% increase in customer engagement and a 50% improvement in email open rates through data-driven campaign optimisation.

IT SKILLS

Design & Prototyping: Figma

Research & analytics: Hotjar · Lyssna · Useberry · Google Analytics

CMS & collaboration: WordPress · WooCommerce · Magento · Jira · Trello

Accessibility: WCAG 2.2

EDUCATION & CERTIFICATIONS

Multimedia Designer AP

August 2023 – June 2025

Business School Aarhus · UX/UI design, front-end development, digital communication

MSc in Anthropology

August 2014 – September 2016

Aarhus University · Specialisation in qualitative research methods, human behaviour, and cultural analysis

SCRUM MASTER

January 2020 – June 2020

IBC International Business College

LANGUAGES

Danish: Native **English:** Fluent (*professional proficiency*)