



Rie Scheuermann  
Lead UX Designer

# Designer by profession. Techie by heart.

## CONTACT

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## ABOUT ME

Lead UX Designer · Freelancer ·  
Chairperson · Keynote Speaker

I am Designer based in  
Copenhagen. I firmly believe that  
design is first and foremost about  
solving users' wicked problems  
and making the world a better  
place.

## EDUCATION

### **Cand.it Digital Design and Communication**

IT University of Copenhagen  
Specialisation: Service Design  
2012 – 2015

Master Thesis:  
CPHnext. A Master Thesis about  
Tourism Information Design  
(Grade 12/12)

### **BSc. Communication and Business Economy**

Copenhagen Business School  
2009 – 2012

Bachelor Thesis:  
Strategic Change Management  
and Sustainability in the Danish  
Insurance Industry  
(Grade 12/12)

## EXPERIENCE

### **Chairperson for the ITU employers' panel Sep 2020 - Present**

- Chairperson for the DDIT, digital design and interactive technologies (BSc and MSc) employers' panel at the IT University.
- Strengthen a strategic dialogue between the companies that receive the graduates and the educational institution.

### **Senior UX Designer at LEO Innovation Lab Aug 2018 - Present**

- Implement a user-centred approach to the collection of data for diagnostic machine learning models.
- Design lead of an annotation tool (desktop and tablet) for dermatological data labelling, resulting in faster evaluation completion and higher data quality.
- End-to-end design for Hudpilot, a teledermatological platform (desktop and mobile) that supports healthcare professionals in delivering better outcomes for patients with skin conditions.
- A redesign of the capture flow incl. implementation of the first user-facing machine learning model in Imagine Skin Tracker (app).

### **UX Lead at The Ministry of Taxation Oct 2015 – Aug 2018**

- Founding an internal innovation department that focuses on tax-related disruptions in society and changing the waterfall development approach.
- Design lead for Kundeoverblik, a web-based dashboard solution, used by the call centre employees to provide holistic tax guidance.
- Project lead for automatic reporting of income from sharing economic activities, and one of the first conversational UI services provided by the public sector.
- End-to-end design of web applications such as Vehicle Wallet (Motor), Tolderfon (Custom) and MitSpit (Danish Gambling Authority).
- Member of the European Commission's Blockchain advisory board, which pulls together the national blockchain efforts into a pan-European approach.

### **Digital Assistant at Danmarks Radio Aug 2013 – Oct 2015**

- Assisting the six channel directors with analytical and strategic tasks in relation to radio broadcasting and events.
- Monitoring, investigating and analysing internal programs and the radio industry to re-schedule or adjust the form and content of current concepts.
- Mapping of media and radio trends, which I translated into opportunity spaces.

For more experience visit [whoisrie.com](http://whoisrie.com) or [LinkedIn](#)