

Experience

I design clean, functional digital products for web and mobile. I focus on creating intuitive user experiences that balance real user needs with clear business goals, working closely alongside developers and product managers.

Product Designer

Dohop 2023 – Present

As part of a small design team, I design digital products and scalable design systems used by 20+ global airlines, including EasyJet, Wizz Air, and Transavia. I focus on core booking experiences, white label systems, and cross-platform UI quality. Led a search results redesign that boosted conversion by 20% for EasyJet connections, and was nominated for an Icelandic Web Award (SVEF) for WAYA.travel.

Digital Designer

Dacoda 2022 – 2023

Led the visual and product design for internal SaaS products and client projects across Iceland. Overhauled the end-to-end UI/UX and brand presence for CookieHub, and delivered high-quality digital design for major local brands including Isavia, MS, Duty Free, and Blue Car Rental.

Web Manager

Reykjanesbær 2021 - 2022

Managed the municipality's web ecosystem, focusing on information architecture and user journeys for municipal services. Collaborated with the welfare department to streamline resident access to key services and led the effort for the town’s tourism and events website.

Graphic Designer

USB2U 2015 - 2020

Worked within a marketing team producing print and digital assets, product photography, biweekly email campaigns, and promotional web assets for a wide range of commercial clients.

Skills	UI Design	UX Design	Tools
	Design systems	User interviews	Figma
	Design Tokens	A/B testing	Notion
	Rapid prototyping	User flows	Cursor
	Multi-brand theming	Accessibility	Claude

Other

Languages

English – Native

Icelandic – Good understanding, learning to speak