



/et al.



Agnete Horup

Design Thinking Consultant

2017- now: Design Thinking Consultant at /et al.

2017- now: UX Designer at APPLab

2017: Presenter at the SiDER'17 conference in Delft

Master student in Design Design

Bachelor in Digital Design



When **Agnete** designs, she insists on creating the best possible design within the given framework. She is extremely passionate about user understanding and user involvement, and anything else called something with “user.” She wants to understand the market needs and understand people that are different from her. For Agnete there is nothing better than designing something that strikes right where it is supposed to. Her mantra is therefore to design with the needs of the user in mind always, because it makes the overall experience better and creates the biggest difference in the end. Agnete does not go for quick fixes, but on the contrary, what matches the needs of users in the long run. She is also very fond of making interactive prototypes, and she understands the value of spending time understanding the context, as well as testing the solutions throughout the process.



Historical map of Denmark

Danmarkshistorien.dk had a great base product: an interactive map that describes the history of the Danish empire. But it had some usability issues. We helped them to design a better user experience and update their design to work on all platforms.

WHAT I DID

Optimized the overall user experience

Redesigned to both mobile and desktop





Kære Krop, Svære Krop



The Science Museum had a well visited exhibition about the way we perceive our bodies. But they wanted to reach out to many more. We helped them to go from exhibition to a digital learning platform aimed at all ages in school.

WHAT I DID

Followed schools through the exhibition to gain insights

Build wireframes based on insights from teachers

Held a workshop including teachers and the museums employees



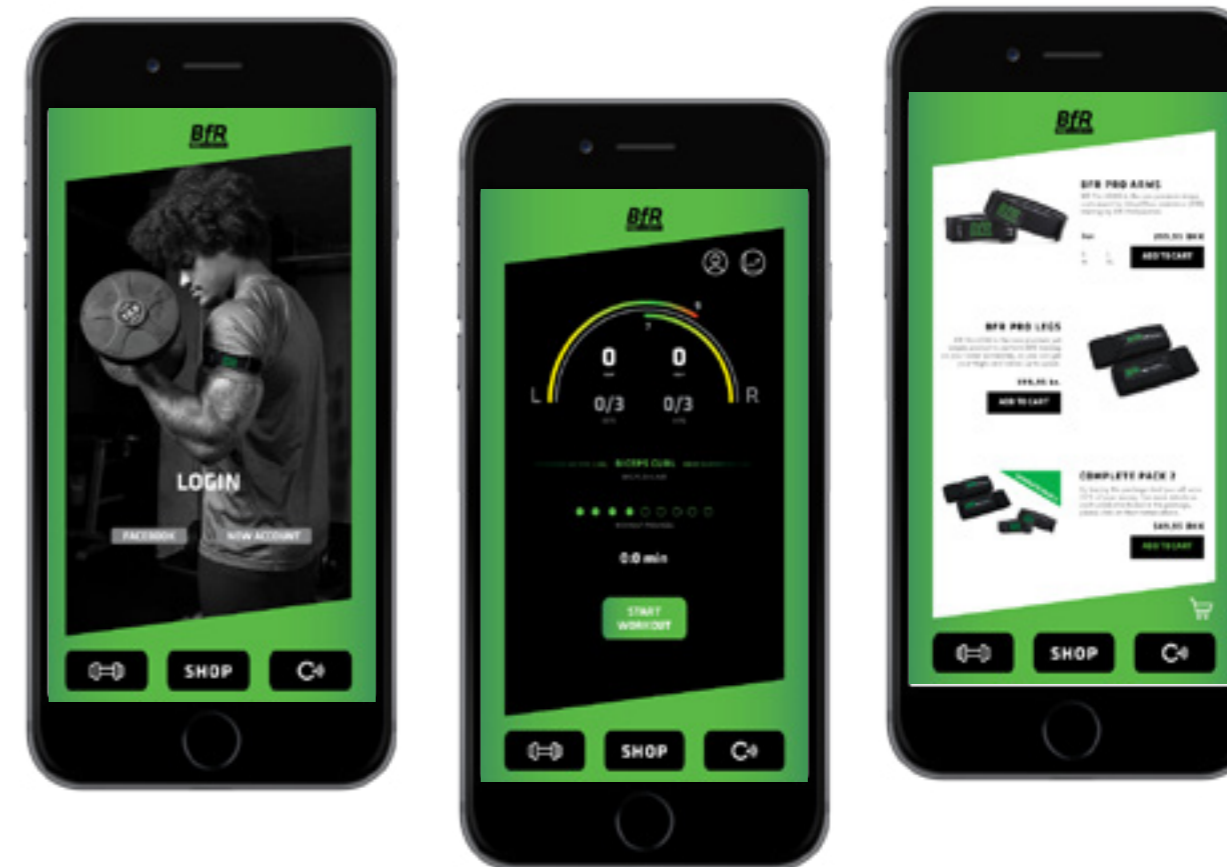
BfR

A real design sprint with a tight deadline. Within just 14 days we went from an idea to a functional prototype that BfR could bring to Web Summit to promote their new product. Based on their wishes and identity we designed both graphics and interactions to three different platforms.

WHAT I DID

Interaction design for three different platforms

Wireframed a functional prototype in 14 days





Portfolio workshop



Many students are unsure when it comes to their portfolio. So, we arranged a portfolio workshop to give them some confidence, tips and tricks. The core of the workshop was a 3-hour design sprint which ensured that every participant left with one more project for their portfolio.



WHAT I DID

- Gave my best tips and tricks to the students
- Created the frameworks for a design sprint
- Event management before, under and after



Adexi

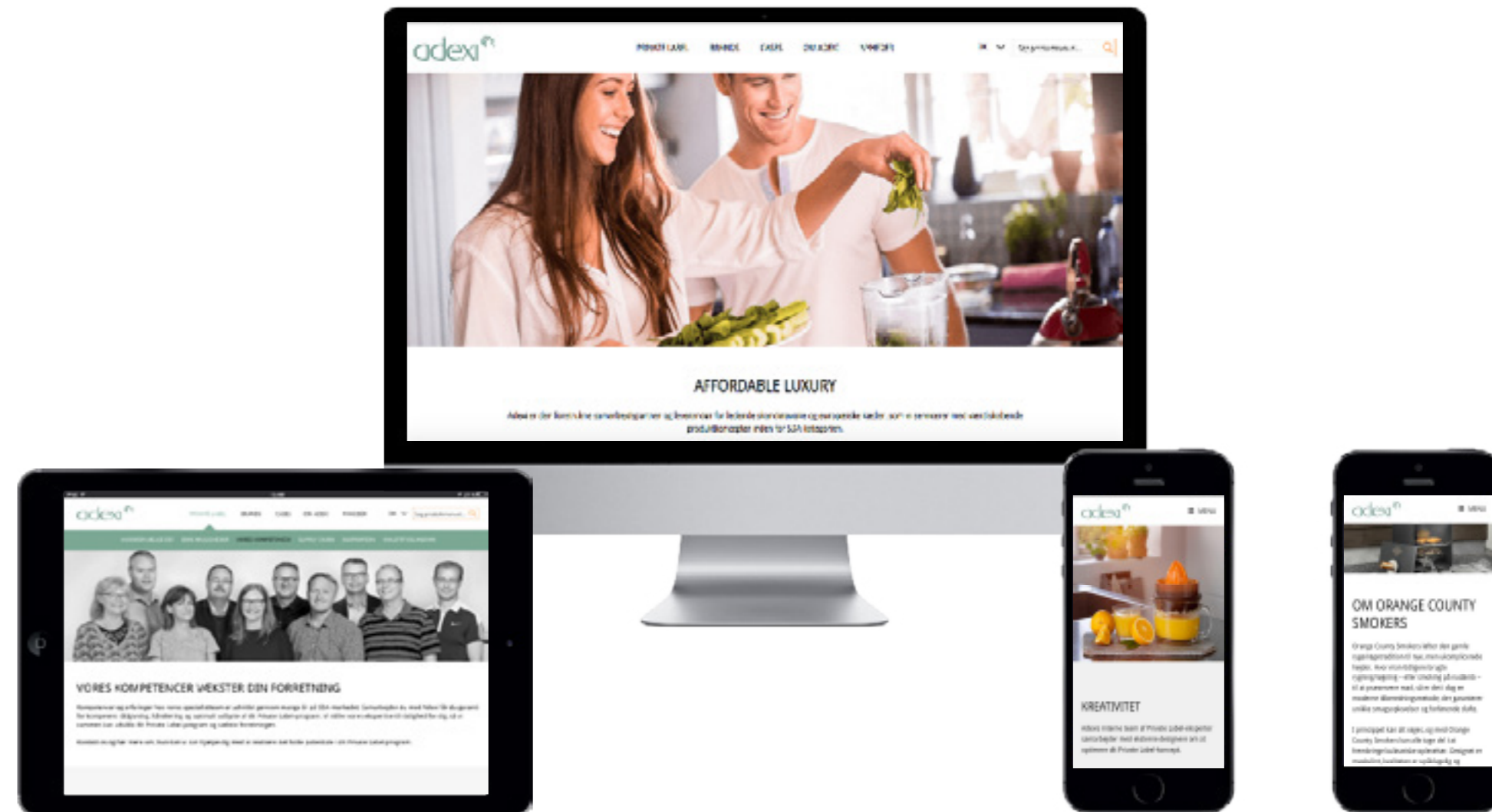
As project manager I worked together with a series of different co-operators to design a brand new website to Adexi. I made sure that the copywriter, graphic designer and developers all worked in the same direction in order to accommodate Adexi's wishes and needs.

WHAT I DID

Project management from start to finish with all co-operators

Analyzed Adexi's wishes and needs as a guide for the design process

Designed mock-ups ready for graphic design and development





Municipal workshops

Syddjurs municipal took the initiative to create a multi municipal platform across Denmark so they all will be able to share digital agents and ideas. We facilitated and held two workshops to gather insights and find the key elements for a cross municipal platform to work for everyone. The workshops have resulted in mockups for testing.



WHAT I DID

Facilitated workshop for 9 municipals

Collected and graded insights



Aarhus VVS

As project manager I worked together with a series of different co-operators to design a brand new website to Aarhus VVS. I made sure that the copywriter, graphic designer and developers all worked in the same direction in order to accommodate Aarhus VVS's wishes and needs.

WHAT I DID

Project management from start to finish with all co-operators

Analyzed Aarhus VVS's wishes and needs as a guide for the design process

Designed mock-ups ready for graphic design and development

