

Cassie Lund

Product designer — design systems, mobile, motion

hello@example.com · Copenhagen, Denmark

Nine years designing product for small teams, mostly in fintech and tools. I like the parts nobody volunteers for: naming components, deleting features, writing the doc that settles the argument.

EXPERIENCE

Lead product designer 2023 – Present

Nord Pay · Copenhagen

Own design for the payments product. Rebuilt checkout around a single screen and cut abandonment by a third; run the design system with two engineers.

Senior product designer 2020 – 2023

Halo · Remote

Built the component library four product teams still use. Took it from proposal to full adoption in a quarter without freezing feature work.

Product designer 2018 – 2020

Fieldnote · Copenhagen

Second designer on a research tool. Designed the search and tagging model that turned scattered interview notes into something a team could actually use.

Junior designer 2016 – 2018

Studio Vind · Aarhus

Print and identity work, plus the studio's first few digital projects.

EDUCATION

MA, Digital Design 2014 – 2016

Danish School of Media and Journalism · Aarhus

BA, Visual Communication 2011 – 2014

Design School Kolding · Kolding

SKILLS

Design systems	●●●●●	Mobile product	●●●●●
Prototyping	●●●●○	Interface motion	●●●●○

LANGUAGES

Danish

Native

English

Fluent

German

Conversational