Cand.it graduate with UX & marketing experience

I just graduated with a Master's in Information Studies from Aalborg University in Copenhagen. I have over a year of experience as a UX Researcher and have also worked in digital marketing and various service industries. I am open-minded and want to pursue different fields in UX design, user research, marketing and project coordination.

Work experience

UX Research Intern
Affecture ApS
2024 - 2024
• Planned and executed methods to increase the test panel.
• Designed website and flyer for future testers.
• Analyzed gameplay recordings and wrote about assumptions.
• Assisted with providing feedback and designing a platform.
Result: Increased the user panel nearly threefold.

UX Research Intern
GAMUCATEX ApS
2023 - 2024
Internship in collaboration with my Master's programme.
• Planned and executed data collection methods.
• Transcribed, translated, and analyzed data.
• Collaborated with other departments.
• Updated various external stakeholders.
Result: Redefined requirements for focused research goals.

Marketing Assistant
Efuma ApS
2022 - 2023
• Wrote informative text and product descriptions.
• Conducted market research and brand positioning.
• Designed ways to optimise a website.
Result: Build a more collaborative bridge between Efuma and Ecigz.

Marketing Automation Assistant
Impact Extend A/S
2021 - 2023
• Created newsletters and landing pages in Salesforce.
• Managed data extensions.
• Designed user journey mapping.
Result: Created better document structure for the team.

SEO Intern
Impact Extend A/S
2021 - 2021
Internship in collaboration with my Bachelor's programme.
• Wrote SEO-friendly advertorials in WordPress.
• Performance updates via Search Console and Analytics.
• Cleaned up duplicated pages.
Result: My advertorials generated traffic.

Helena Jes Starzak

Copenhagen area

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thehappyuxgeneralist.com

Personality
• Outgoing
• Holistic
• Initiative

My values
• Cohesion
• Obligation
• Stability

Former leaders option of me

"She used her UI knowledge to suggest how to improve the product effectively".
- Andreas, Affecture ApS

"Helena displayed talents in user research and project coordination".
- Andreas, GAMUCATEX ApS

"She was a Sales Assistant untill we noticed her marketing competencies".
- Kristian, Efuma ApS

"She made my team more prepared to ensure our processes ran smoothly".
- Denys, Impact Extend A/S

"Perhaps a bit overzealous, she was eager to learn everything I could teach".
- Alex, Ecigz ApS

Volunteer CV and application designer
2020 - 2022
• I designed them for job seekers in either Adobe InDesign or Canva.

Sales Assistant
Ecigz ApS
2019 - 2022
Internship in collaboration with my AP programme.
• Designed onboarding guide in InDesign.
• Designed communication intranet in Wix.
• Had independent shifts in 14 out of 27 stores.
• Collected data and made suggestions for optimisation.
Result: The onboarding guide showed improvements.

Deli Assistant
Bilka
2018 – 2019
• Food production.
• Customer service in the fish- and cheese section.
Result: Learned to be better at routine-based tasks.

Sales Assistant Trainee
Petworld ApS
2017 - 2018
Internship in relation to retail education.
• Sold- and ordered products.
• Decorated the store.
• Trained new employees.
Result: Increased membership sign-ups.

Sales Assistant
Dampkælderen ApS
2015 - 2016
• Demonstrated and sold products.
• Responsible for opening/closing the store.
Result: Received advanced product knowledge.

Sales Assistant
Din eCigaret ApS
2014 - 2015
• Demonstrated and sold products.
• Responsible for opening/closing the store.
Result: Provided a good service and inspired me to study retail.

Cleaning Assistant
Sjællands rengøring ApS
2013 - 2015
• Cleaned stores and offices during closing hours.
Result: Learned to work independently.

Volunteer band merchandise sales girl
The Vision Ablaze
2012 - 2013
 • Sold T-shirts and demos.

IT skills

Microsoft/Google:
Word/Docs
Outlook/Gmail
Powerpoint/Slide
Teams/Meet
Excel/Sheet

Design:
Axure RP 10
Figma
Canva

Adobe:
Dreamweaver
InDesign
Photoshop

Frontend:
HTML
CSS

Marketing:
Search Console
Semrush
Ahrefs
Analystics

CMS & SaaS:
WordPress
Salesforce
Wix

Communication:
Discord
Slack
Zoom

Project management:
Click-Up
Trello
Jira
Confluence

Languages

Danish	Native
English	Fluent
Romanian	Limited

Education

Information Studies, Masters (Cand.it.)
Aalborg University.
2022 - 2024
Research methods, stakeholder analysis, project management,
data analysis, human-computer interaction and design thinking.

Digital Concept Development, Top-up Bachelor (PBA)
Zealand Academy.
2020 - 2022
Concept development, user journey, biometrics, brand identity,
UX research, visual design, service design and digital marketing.

Commerce Management, Academy Profession (AP)
Zealand Academy.
2018 - 2020
Organization, marketing, communication, culture,
logistics, business law, sales and international trade.

Retail Assistant, Trade School (EUS)
NEXT and Odder Business College.
2016 - 2018
Sales and service, marketing, store decoration, company
management, customer psychology, logistics and IT.

High School (HF)
Det frie Gymnasium
2012 - 2015
The mandatory subjects and five extracurricular subjects;
Economics C, Drama C, Political Studies B, Religion B and Spanish B.

Web integration, Trade School (EUD)
Copenhagen- and Roskilde Technical School.
2009 - 2010
Frontend (HTML & CSS) and backend (PHP & MySQL).
Web development, database and photo editing.

Lastest projects

Approach to gain gameplay testers
During my UX research internship, I almost tripled the number of
tester panels using methods from redesigning flyers to cold calls.

Flixbus accessibility redesign
Flixbus can make its website more usable for customers who travel
with wheelchairs and service dogs with a few adjustments.

Redesigning UX Danmark's website
Case of redesigning a website for an organisation with a great
purpose to gain a better first-hand impression.

See all projects on thehappyuxgeneralist.com

Lastest courses

2024: Accessibility First Design

2024: Ads on LinkedIn

2024: Marketing on Facebook

2024: Design Psychology

2024: Recruiting participants

2024: Think like a programmer

2024: Facilitation workshop

2024: Brain-based Elearning

2024: Remote UX Research

2024: Gamification

2024: UXR for Agile Teams

2024: Data Analysis with AI

2024: Foundational Research

2024: UX Foundations: Research

2024: UX Insights

2024: Journey Mapping

2023 - 2024: Improv theatre

2023: Adobe InDesign

2023: Graphic facilitation

2023: Content Marketing

2022: R fundamentals

2022: Google Analytics

2021: Email marketing

Spare time
- Social with friends.
- Film enthusiast.
- Gym classes.