

ANNICHEN SOFIE RYGH

UX/Product Designer

UX designer and researcher with 8+ years of experience turning user insight into product decisions. I work best at the intersection of research and design, running studies, facilitating workshops, and translating findings into experiences that actually work for people.

PERSONALIA

Location

Rotterdam, Netherlands

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LinkedIn

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Portfolio

annichensofie.com

DIPLOMAS

M.Sc. IT Product Design

University of Southern Denmark

B.Sc. CMD - User Experience Design

De Haagse Hogeschool

SKILLS

User Research, Service Design, Workshop Facilitation, Prototyping, Usability Testing, Journey Mapping, Information Architecture, Brand Design.

TOOLS

Figma, Miro, Adobe Illustrator, Adobe Photoshop, Procreate, WordPress, Azure DevOps.

LANGUAGES

Norwegian (native)

English (fluent)

Dutch (fluent)

I also understand Danish and Swedish.

EXPERIENCE

UX Designer & Product Owner | Axoft | Rotterdam, Netherlands | 2025 – Present

- Built Charlz from scratch, the first platform to unify IT, telecom, and security in a single real-time dashboard, leading research, feature definition, and end-to-end experience design.
- Worked as both UX Designer and Product Owner, talking directly to IT managers and business owners to understand their wants and needs and turning those into product and design decisions.
- Collaborated with developers each release cycle to keep direction clear and making sure what we built actually reflected what users needed.

Freelance Designer | Norse Global | Tønsberg, Norway | 2019 – 2025

- Designed and built the company website from concept to launch, strengthening brand identity and improving communication of services to international clients.
- Created packaging and product graphics for several client brands, ensuring visual identity consistency across digital and print channels.

Designer | frog, part of Cappgemini Invent | Oslo, Norway | 2022 – 2023

- Delivered exhibition and graphic design for Statens Vegvesen, Norway's national road authority, making complex infrastructure messaging accessible to a general audience.
- Contributed to internal initiatives around knowledge sharing and design quality.
- Researched how Norway's remote short-runway airports (kortbanenettet) could become more self-sufficient, exploring automation, remote tower tech, and new service models for Avinor, the state-owned company behind most of Norway's airport network
- Facilitated a cross-departmental Avinor workshop after noticing expertise was siloed across teams, bringing specialists together to build more connected solutions
- Designed the onboarding flow from scratch for Nortura's internal app, grounding decisions in existing user and client research while collaborating with the frog team

UX/UI Designer | Tacticus | Tønsberg, Norway | 2020 – 2022

- Took tacticus.no from an idea to live website, doing the research, wireframes, visual design, and building it myself in WordPress.

UX/UI Designer | H.Henriksen | Tønsberg, Norway | 2020 – 2021

- Conducted user and market research that directly informed a major website redesign, identifying key friction points through usability testing and stakeholder interviews.
- Designed custom graphics and icons, developed and refined prototypes with stakeholders, and implemented the final solution in WordPress.

UX Designer | Skopei | Delft, Netherlands | 2020

- Researched users and stakeholders to design and test a new website prototype, delivering a validated design ready for development.

UX Designer | ItsLearning | Bergen, Norway | 2018

- Supported the Marketing Director with user testing and research activities, contributing insights to improve the user experience of digital learning products.

Product Developer | Fjellsport.no | Sandefjord, Norway | 2017

- Developed concepts for a private-label hiking apparel, conducting research, exploring design solutions, and creating detailed product specifications for men's and women's hiking pants.