

Adam Heleniak

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Summary

Senior design & product discovery leader who has introduced and scaled UX in complex, international B2B organisations from the ground up, by combining hands-on research and design with a focus on how teams work and how decisions get made.

- 10+ years in UX, user research and design, including 6+ years leading, mentoring and growing design teams

- Proven at maturing UX practice and earning its credibility inside large, matrixed organisations

- Hands-on in product discovery, user research and data-informed design decisions, while operating at strategy level

- Experienced in aligning UX with business goals alongside product, engineering and commercial stakeholders

Experience

Alfa Laval / Lead Product Designer

November 2025– Present, Søborg

- Lead product and UX design for industrial HMI (human-machine interface) software at a global, Swedish industrial technology company

- Conducted a user research study of the existing HMI implementations across different user groups, mapping how the interfaces are actually used in practice and identifying where workflows break down.

Queue-it / Senior UX Designer Manager

September 2022– Oct 2025, Copenhagen

- Built and coached a small team (3 designers) while also working hands-on across discovery, research, and design.

- Introduced and scaled UX practices in a backend-heavy B2B SaaS organisation where UX was not previously established.

- Improved the queue experience through iterative prototyping and user testing, leading to better visitor engagement (key visitor metrics improved by 15-35%)

- Helped shape the product direction by leading user research and bringing user insights into planning discussions with PMs and engineers.

- Helped establish a more consistent way of working with research, discovery, and design across R&D teams. Introduced user personas, test panel of users, standard measures of UX quality (UMUX-Lite)

IT University of Copenhagen (ITU) / External Lecturer (part-time)

October 2021 – June 2025, Copenhagen

- Planned, prepared, and taught a course in User Interface design

DHI A/S / Head of User Research & Design

May 2019 – August 2022, Hørsholm

- Managed a UX design and user research team (5-6 people) working on data-heavy environmental engineering software (hiring, structuring a team, coaching)
- Supported designers and researchers in their daily work and helped them collaborate across matrix organisation (business units, departments)
- Helped introduce a design system in Figma so teams could work more consistently and reuse patterns
- Led co-creation workshops with senior stakeholders to align business objectives with user needs across business units (Denmark, Sweden, Australia, Singapore, USA)

GN Hearing / Senior UX Designer

April 2018 – April 2019, Ballerup

- created concepts and early prototypes of mobile app solutions focused on the needs of pediatric patients and their caretakers
- user research (interviews, testing) focused on ergonomics, usability and accessibility of prototypes of hearing aid devices: remote controls, chargers. Released products: ReSound standard charger, ReSound Remote Control 2

Oticon / Demant Technology Center / Senior UX Designer

September 2016 – March 2018, Smørum / Warsaw

- Supported the early growth of the UX team in the Warsaw office by mentoring junior designers.
- UX design and user research focused on Oticon ON connected mobile app features

GN ReSound / UX Designer

August 2015 – August 2016, Ballerup

- Designed and tested mobile app features for the ReSound Linx 3D product, helping users manage their hearing-aid settings in daily life.

Bonnier Publications / Digital Concept Developer (contract)

February 2015 – July 2015, Copenhagen

Education

Certificates:

- **IDEO /** Leading for creativity (2020)
- **Mannaz /** Introduction to Leadership (2020)

DTU / MSc in Information & Communication Technologies

2007 – 2010, Lyngby