



Victor Alexander Haaning

UX / Product Designer & MSc Graduate Digital Business at Copenhagen Business School

Product designer with four years' experience designing and shipping digital products, primarily in B2B and B2C SaaS. Experience across product design, product management and software development, with recent work building perma as a solo developer. MSc in Digital Business from Copenhagen Business School.

Skills

Design: Figma, Product design, UI/UX, user flows, prototyping, design systems, brand design.

Development: Full-stack using Claude Code, React, PostgreSQL, Python, R, JavaScript, HTML/CSS, Supabase.

Language: Danish (Native), English (Fluent)

Work experience

Founder & Product designer

perma apr. 2026–present (www.app.goperma.org)

Achievements

- Developed garden-planning app that understands the user's local climate to recommend suitable plants, helping people design low-maintenance gardens that produce abundant resources for both the plot and the surrounding ecosystem.
- Designed and built the product end-to-end as a solo developer using Claude Design and Claude Code, from concept to open beta on web, with iOS and Android releases in closed beta.

Design & marketing consultant

haan mar. 2025–present

Achievements

- Providing strategic and design consultancy to clients, encompassing website development, brand design, and marketing strategy.
- Developed ecommerce webshop on Shopify, alongside brand portfolio with

UX designer

Accelerace jan. 2024–may. 2025

Achievements

- Owned UI/UX design for a multi-purpose e-learning platform used by startups, universities, and acceleration programs across the Nordic ecosystem.
- Worked alongside venture capital funds and acceleration teams to help startups achieve product-market fit.

UI/UX Designer & Backlog assistant

Kontolink dec. 2021–feb. 2024

Achievements

- Led UI/UX design for a B2B accounting SaaS used by SMBs and bookkeepers, owning core user flows in Figma.
- Operated close to product owner, owning and prioritising the agile backlog in collaboration with engineering, marketing, and senior management.
- Facilitated and hosted several design workshops with senior management and external consultants.

UX Consultant

Bikekey aug. 2022– jan. 2023

Achievements

- Redesigned the onboarding flow, integrating core features directly into first-time use, contributing to a period of 800% user growth.
- Designed core surfaces including Bike registration, Bike overview, and Transfer of Ownership.

Education

MSc Business Administration & Digital Business (GPA: 9,6)

Copenhagen Business School 2024–2026

Master's thesis (grade 12) "The Moral Boundary: Exploring how creative professionals renegotiate identity under GenAI disruption."

- Found that creative professionals reposition themselves by identifying where AI falls short, using moral language to mark where AI does and does not belong. They treat generic, derivative AI output as an opening to differentiate themselves through authentic, high-quality work, while accepting AI for lower-value tasks.

Key learnings

- Coursework in Applied programming, Cybersecurity, Marketing excellence and Customer Experience.
- Developed a full-stack application from scratch using ASP.NET Core for backend, PostgreSQL for database management, and Angular for frontend.

BSc Business Administration & Digital Management

Copenhagen Business School 2021–2024

Key learnings

- Coursework in Corporate Finance, Financial Accounting, Microeconomics and Behavioural Finance.
- Practical work in Python and R for data analysis, machine learning, and statistics.
- Organisational and communication management with a digital transformation focus.

BSc Innovation & e-Government

Aalborg University 2020–2021 (2 Semesters)

Key learnings

- Innovation & organizational management, design thinking & UI/UX foundations.
- Foundational knowledge of programming languages (Python, JavaScript, HTML) relevant to digital product development.

References

- Richard Gyrd-Jones – Thesis Supervisor and Associate professor at CBS – [38 15 22 42](#)
- Frederik Rønsbøl – Founder of CANA Copenhagen – [42 75 67 70](#)
- Frederik Stoltze – Head of IT at Accelerace – [51 89 53 54](#)
- Peter Torstensen – CEO at Accelerace – [39 17 99 93](#)
- Kim Agger – CPO at Kontolink – [20 43 10 01](#)