

Director of Experience and Design

Banking hasn't changed much in decades. We're changing that. One product at a time.

Lunar is a Nordic challenger bank building the future of financial life with AI at the core. Our engineers, designers and product people work on problems that actually matter: making money simpler, smarter and more rewarding for a million registered users across the Nordics.

Fully licensed and founded in 2015, with offices in Copenhagen, Aarhus and Stockholm.

We move fast, we build with purpose, and we're just getting started.

Banking apps have converged. Open five of them and you'll find the same tab bar, the same balance card and the same transactions, in a different accent colour. We intend to stay ahead on approach, not features: banking that runs smoothly in the background, with customers still in control, and more and more of the work done by AI agents acting on their behalf.

As our Director of Experience & Design, your job is to define how Lunar feels, and to make that feeling real. You'll report to our Chief Product Officer, as a peer to our Product and Tech directors, and lead our design team of seven designers in Aarhus and Copenhagen, growing to ten. You'll also own our Core Experience and Agentic Experience squads, so you're not handing a vision to someone else to build. That's why this role is half product, half design.

Our design team is better than our design process. The craft isn't the question, but most of what reaches the team has already been decided, and the way we plan and work with product and engineering gets in the way more often than it helps. Changing that is a big part of the job.

What will you do?

- Define how Lunar feels: what we promise our customers and how we show up in every screen, message and support conversation. Turn that into principles the whole company can build from, working closely with Marketing so the experience is consistent across every channel.
- Own our Core Experience and Agentic Experience squads, covering the everyday app and the AI agents that increasingly act on our customers' behalf: what they build, why, how fast it ships and what it changes for customers.
- Get design into the shaping of what we build, early, and make that hold when you're not in the room.
- Rework how design and product work together now that AI is changing discovery, validation, feedback and handoff.
- Lead and grow the design team and the product managers for both squads, across Aarhus and Copenhagen, with a consistent bar, real development and honest conversations about expectations. Expect to spend real time here, especially in your first year.
- Set the quality bar and hold it when the pressure is on to ship, and keep new ideas from being flattened as they clear Risk, Compliance and our regulator.
- Make Matter, our design system, shared infrastructure that designers, engineers and AI tooling build from, so it speeds up delivery rather than policing it.

What are we looking for in you?

- **Product and design leadership:** You've led and grown a product design team with real management scope, and owned what gets built, not just what gets designed, either as a product leader or with product managers and squads in your remit.
- **Executive presence:** You can hold your position in an executive room, and you're honest enough to change it when you're wrong.
- **AI at the centre:** AI is central to how you and your teams work. You're pushing what's possible, and you have a clear view on how it changes the process and what designers and PMs are now accountable for.
- **Craft credibility:** The team needs to trust your eye without you touching the file.
- **Outcomes, not output:** You've tied design work to results that customers and the business could measure.
- **Nice to have:** Experience in fintech, banking or another regulated product, Nordic market context, having rebuilt a design process, hiring bar or career ladder, shaping brand, voice or go-to-market, designing conversational or agentic experiences, and native mobile fluency across iOS and Android. Nobody will have all of it.

What you get.

- **4 days in the office.** We're a team that builds together, thinks together and moves together. Showing up is part of how we work. You can be based in Aarhus, Copenhagen or Stockholm, and you'll travel monthly between the offices, more often at the start. It's a standing part of the job, so make sure it works for you before you apply.
- **A remit that goes beyond design.** Two product squads, a design team growing to ten, and ownership of how Lunar feels to every customer.
- **State of the art equipment.** The newest computer, monitor, mouse and keyboard, so nothing slows you down.

- **Pension, health insurance and enhanced parental leave.** From your financial future to your family moments, we've got you covered.

While you hold on tight for us to get back to you, curious to see what we're up to? Follow us on LinkedIn for business announcements and releases , and check out our Instagram for an inside scoop on what it's like to work here.

Depending on the regulations in the country where you will be employed, we will ask to see or obtain information about your criminal record. Please note that our employment is conditional upon you not being registered in RKI (Ribers Kredit Information).

We welcome applications from candidates of all backgrounds. If you need any adjustments during the recruitment process, please let us know.

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