



Head of Human-Centered Design Center of Excellence

Are you looking for a key leadership role that offers the opportunity to shape and deliver on Danske Bank's customer experience and design ambitions? Your leadership can help ensure we deliver strong customer-centric solutions while driving business growth.

The Human-Centered CoE is a newly established organization responsible for defining and designing Danske Bank's digital experience and related digital solutions for personal customers. We aim to be customer-centric, needs and vision-based, data-driven, and commercially oriented.

As the Head of Human-Centered Design CoE, you will be responsible for Danske Bank's personal customer experience vision and direction for digital user experience, the operating model for design development, and leadership of an organization of approximately 37 skilled UX, UI, and digital designers. This role blends deep customer experience and insights expertise with strong leadership to ensure the integration of customer-centric principles across all digital touchpoints and solutions, delivering measurable customer satisfaction and business outcomes.

About the role:

- Lead the maturation of our digital customer experience vision and safeguard its execution by leveraging customer understanding, insights, digital experience principles, and agile development.
- Translate the digital experience vision, insights, and analyses into practical initiatives, standards, and practices aligned with strategic priorities. Provide design and experience guidance across Tribes, Commercial teams, and other functions in the Nordics to deliver best-in-class experience quality.

- Drive structured innovation and continuous improvement in digital customer satisfaction through data-driven insights, ongoing research, benchmarking, and embedded customer feedback loops.
- Build a feedback-rich culture by promoting continuous learning, experimentation, and skill development, while adopting modern AI-based tools to improve design processes, practices, and business outcomes.
- Lead a function of 37 dedicated professionals, with 3 to 4 direct reports, and cultivate a collaborative, high-performing, and customer-focused environment across teams in Denmark, Lithuania, and India. Your strong leadership skills and managerial experience will be critical in empowering the team to thrive, deliver strategic priorities, and support professional growth and development.

To succeed in this role, you will need:

- A proven track record of leading and transforming diverse teams, driving strategic initiatives, and fostering a collaborative environment.
- Extensive experience in customer experience and design development leadership, preferably within the financial services industry or a similar field, with the ability to enhance customer satisfaction and deliver measurable business results.
- Expertise in insights and data-driven decision-making, senior stakeholder collaboration and management, and capacity planning.
- Strong skills in shaping experience and design strategies and translating them into actionable initiatives, standards, and practices that drive greater customer focus across the organization.
- Fluency in English and another Nordic language, with the ability to communicate effectively in writing and presentations and to negotiate across various organizational levels.

This position can be located in Denmark, Finland or Lithuania. If the position is located in Lithuania, the salary range will be from 5760 EUR to 8640 EUR gross (based on your competencies relevant for the job).

Your title in the employment contract will be Business Operations Strategy and Planning.

Ready to join us? Join us in redefining what it means to put customers first. Apply now to become part of a team dedicated to transforming customer experience and turning insights into measurable success.

We process applications continuously, so we encourage you to apply sooner rather than later. If you have any questions about the role, please contact Digital Front Door Strategy execution and **Tribe Lead Salla Kalkela** at +358 50 556 4204 on **22nd June between 12 and 14 (DK time)**.

We are looking forward to receiving your application!

Danske Bank

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Ansøgningsfrist

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Head of Human-Centered Design Center of
Excellence

Kontaktperson

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