



# REYNIR PÁLSSON

UI / UX DESIGNER

CURRICULUM VITAE 2025



#### QUICK INFO

UI/UX and digital designer with 25 years of experience in various sectors ranging from finance, travel, media insurance, IT and other corporate sectors.

#### TELEPHONE

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# REYNIR PÁLSSON

## UI / UX DESIGNER

### EXPERIENCE

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#### SENIOR UI/UX DESIGNER

Vibevent/Hringekjan, mar. 2023 - núverandi

#### UI/UX - INFORMATION & DIGITAL DESIGNER

Reynir Pálsson, jan. 1998 - núverandi

#### SENIOR UI/UX - INFORMATION & DIGITAL DESIGNER

Men&Mice, nóv. 2019 - sep. 2022

At M&M my main responsibilities and tasks were to work on the UI/UX for our DDI solution that was transitioning from a Windows based OS since 1996 to a fully fledged web based solution, providing UI/UX design alongside PD and PO for development. As well as doing a lot of coordination with the Marketing department during a complete rebrand of the product that had to cohere with the new visuals and design.

#### SENIOR UI/UX - INFORMATION & DIGITAL DESIGNER

Icelandair, nóv. 2017 - nóv. 2019

Working at Icelandair I was a part of the Digital Labs department then the Marketing department responsible for modernising and doing UI/UX work on a lot of legacy solutions which included everything from a front facing customer website, internal websites for employees, IFE (In Flight Entertainment), internal-use only apps for employees as well as a new app for iOS and Android for bookings and check in for customers working closely with different departments and PO/PD's to find good solutions.

#### SENIOR UI/UX - INFORMATION & DIGITAL DESIGNER

Skapalón, nóv. 2013 - júl. 2017

Joining the Skapalón agency in 2013 I was responsible for and working on numerous projects for various companies ranging from small/medium sized startups to corporate entities dealing with a range of tasks including UX/UI, Information architecture and brand/visual coherence between platforms - mobile and desktop app development, interactive annual reports as well as other digital design when needed. Some clients of mine include Nox Medical, A4, Vodafone, Síminn, Landsvirkjun, Össur, Marel, N1, Íslandsbanki, Arion Banki, Arctic Circle.

#### SENIOR UI/UX - INFORMATION & DIGITAL DESIGNER

VÍS - Vátryggingafélag Íslands, des. 2009 - nóv. 2012

My main responsibilities were UI/UX design on a internal project/software solution called "Midgard" which was a centralized web based system that combined many different processes within the company, including integration with SAP, AS400 system, DK, etc. As well as working on this project I was also involved in various other design duties within the company such as creating/maintaining quarterly reports, annual reports presentations, various printed material and other "non-digital" assets.

#### DIGITAL DESIGNER / WEB MANAGER

Straumur Investment Bank, sep. 2007 - apr. 2009

In the autumn of 2007 I started working in the Corporate Communications division of Straumur Investment Bank as a designated Web Manager. My main roles were to develop and maintain the bank's external websites for it's then ten locations world wide as well as building up and maintaining the pan regional intranet for the bank's operations. As well as those responsibilities I was in also in charge of maintaining the global brand identity

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#### SPEAKER / TEACHER

Reykjavik University, mar. 2007 - mar. 2009

In the spring of 2007 the Reykjavik University started a extended education program called “Vefstjórnun” (“Web Management”) open to and mainly focused on web editors and web masters working in the corporate sector. I have been teaching a class in that program called “Web design and accessibility” for the past 2 years.

#### DESIGN DIRECTOR / INFORMATION ARCHITECT

Hugsmiðjan, jan. 2004 - sep. 2007

While working as a web designer and information architect at Hugsmiðjan I was fortunate enough to work closely with many of Iceland's largest and successful companies, including: Icelandair, Glitnir, Skýrr, Straumur, Iceland Express, Úrval Útsýn, Stjórnarráð Íslands (Icelandic Government), Nova, Já.is (Nat. Telephone Directory), N1, FL Group, KSÍ (Icelandic Football Assc.), KPMG, Industria, Vodafone, Bakkavör Group and Marel Food Systems to name but a few.

#### MULTIMEDIA & GRAPHIC DESIGNER / CO-FOUNDER

Nýjasta Tíska & Vísindi, jan. 2003 - des. 2004

Co-founding a small startup alongside good friend Agnar Tr'Lemacks working for entities such as Iceland Airwaves, Björn Bjarnason and Sjálfstæðisflokkinn (Icelandic Independence Party) as well as other clients, today „Nýjasta Tíska & Vísindi“ is better know as J&L (Jónsson & Le'Macks) and is one of the leading advertising agencies in Iceland.

#### WEB & MULTIMEDIA DESIGNER / CO-FOUNDER

CAOZ, jan. 2001 - des. 2003

At the start of 2001 me and my fellow teammates from the OZ marketing department started our own company which was and is called CAOZ, a new media design company focusing on web and television, print and multimedia work. Back in the day CAOZ is Iceland's most energetic and talented 3D animation studios, working for the advertising industry but are mostly known for their only full Icelandic 3D theatrical release, Litla Ljóta Lirfan. Today CAOZ is a renowned animation studio working on numerous projects.

#### WEB INTEGRATOR / WEB MANAGER

OZ.COM, des. 1999 - des. 2001

By the end of 1999 I started working as a web integrator and designer at OZ.COM in their marketing and design department. While working for OZ.COM the company received numerous nominations and awards for their website and presentation from the likes of Forbes Magazine, Yahoo! Internet Life and SIME awards.

#### WEB DESIGNER

Nettækni / Alþjóðleg Viðskiptakerfi, jan. 1999 - des. 1999

Started working at Nettækni (Network Technology) / Alþjóðlega Viðskiptakerfi (International Business Solutions) as a web designer and programmer, also working on in-house projects such as Teleflexe, a automated billing system for phone-sales and marketing.

# REYNIR PÁLSSON

## UI / UX DESIGNER

### EDUCATION

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#### Computer Science

Iðnskólinn í Reykjavík (Tækniskólinn/Technical Collage of Reykjavik), 1996-1999

### SKILLS

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#### GENERAL PROGRAMMING SKILLS

System Design 

#### GENERAL

Organising skills 

#### ACCOUNTING

Invoice making 

Sales Settlements 

#### GENERAL PROGRAMS / OS

Mac OS 

Microsoft Excel 

Microsoft Outlook 

Microsoft PowerPoint 

Microsoft Word 

Windows 

#### DIGITAL / GRAPHIC DESIGN

User Experience (UX) 

Packaging Design 

User Interface (UI) 

Print Design 

#### DESIGN TOOLS


Figma 

Illustrator 

Sketch 

InDesign 

Photoshop 

Framer 

#### SALARY / HR

Payroll Processing 

#### HUMAN RESOURES

Hirings 

Employee Retention 

#### PROJECT MGMT TOOLS

Jira 

Trello 

GitHub 


Nuclino 

#### GENERAL TECHNOLOGY

General computer skills 

Computer Repairs 

Website Programming 

Web Management 



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