Thomas René Sidor

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In brief

User and customer centered design advocate and emphatic leader who loves to create team spirit, develop people and create awesome products and services.

I have 5+ years of experience with leadership and working strategically with UX and CX.

Experience

Apr 2016 – Jan 2018	Head of User Experience, Senior Manager	Nets
Dec 2014 – Mar 2016	Head of Product Design, Senior Manager	Nets
Jan 2013 – Nov 2014	User Experience Manager	FDM Travel
Jan 2010 – Dec 2012	Project Manager	FDM Travel
Jan 2007 – Dec 2009	Usability, development and IT consultant.	Self-employed
Jul 2003 – Nov 2007	OMC Operator	GlobalConnect A/S

Training

2017	Leading Others	Leadership Pipeline Institute
2013	Leadership Tools	Uption
2011	IT Project Manager	Danish Technological Institute

Education

2006 - 2009	Master, Computer Science	University of Copenhagen
2002 - 2006	Bachelor, Computer Science	University of Copenhagen
1999 - 2002	Higher Commercial Examination Programme	Næstved Business College

Volunteer work

2017 - present	Mentor	Bryd Unges Ledighed NU!
2009 - 2010	Chairman	Trekroner Photography Club
2007 - 2011	Treasurer, Designer	Trekroner Newspaper
2008 - 2010	Chairman	Trekroner Council
2006 - 2008	Board Member	Trekroner Council
2003 - 2007	Chairman	Filosofparken Residence

Personal information

Thomas René Sidor
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Born
10th January 1983

Nationality
Danish

Languages
Danish: Native
English: Fluent

Profile

Passions

Through my career I have strived to combine the three things I love: people, design and technology. Being able to work with colleagues who create products and services that solve the needs and pains of real people inspires me immensely.

Fortunately, I have been able to work exactly with these things through both my education and most of my professional life in as diverse areas as the travel industry and financial services.

Leadership

Having worked with leadership for five years since 2013 and have helped moving organizations and people forward has been a true privilege.

As a leader I am emphatic, open-hearted focused and a clear communicator. I truly believe that we are better together and that I will have no impact on my own. Creating teams with high performance, trust and unity is what I am best at – and we usually have fun in the process.

UX & CX

I am a very strong evangelist for keeping users and customers front and center in business development. Through a Design Thinking approach with well-founded insights and design that show craftsmanship we achieve the best long-term results.

Professional skills

- Team leadership
- Design leadership
- Strategy development
- People development
- Coaching and facilitating collaboration
- Leading remote teams
- Presentations and communication
- Stakeholder management

- Design Thinking
- UX, CX and human-centered design
- Research and customer journey mapping
- Service Design
- Innovation pipelines
- Supplier management
- Product management and ownership

Personal skills

- Emphatic
- Open-hearted
- Fair and respectful
- Analytical

- Down to earth
- Clear communicator
- Long-term oriented
- Problem solver

Nets

2014 – 2018 (3 years and 1 month), Financial Services

Head of User Experience

Build up and lead a group level User Experience Design team of 15 people servicing the whole of Nets where we worked on some of the products and services that are a key part of people lives in the Nordics, like NemID, Betalingsservice, Dankort, physical payment terminals, mobile acceptance and other future products.

As an initiative supported by the executive committee the team (to be 21 people), part of the Digital Innovation unit, worked to drive a culture of customer and user-centricity throughout the organization and to establish best practices and common ways of working with human-centered design.

With an amazing team of researchers, user experience designers, user interface designers, service designers and strategic designers we have managed to start a transformation of the organization where UX and CX is now in high demand and methods such as Design Thinking, design sprints, rapid prototyping and concept validations are a common way of working.

Reference: Jan Christian Plenge, SVP of Digital Innovation & Marie-Louise Knudsen, User Researcher

Head of Product Design

Lead a small team of three with focus on bridging the gap between the IT delivery organization and product management as well as facilitating and delivering User Experience Design services.

The team supported product management in defining, designing and improving the existing and future product portfolio within the Merchant Services business unit of Nets.

Reference: Gunnar Sakari, SVP of IT Merchant Services

FDM Travel

2010 – 2014 (4 years and 11 months), Travel Industry

User Experience Manager

Established and lead a small User Experience team who was responsible for optimizing and developing the user experience and profitability of FDM travels e-commerce platform generating +250 million in yearly revenue.

We aimed to promote best practices in e-commerce, to work highly data driven and to deliver well-crafted solutions that support the business goals through excellent User Experience Design.

References: Peter Rahbek, Head of Marketing and E-commerce & Brian Andersen, Online sales and Marketing manager

Project Manager

Being part of the technical team in a sales and marketing department worked closely with specialists from all areas of the e-commerce profession as well as with project managers, senior management, developers and consultants. My main responsibilities were project management, stakeholder management and hands-on work with user experience design.

University of Copenhagen

2002 – 2009 (6 years)

Masters in Computer Science

Master's degree with a focus on human-computer interaction. I did research which lead to creating novel interaction techniques and information visualizations that were validated with qualitative and quantitative user tests.

Cumulative GPA: 3.93 (on a 4 point US scale)

Bachelor in Computer Science

Basic education in computer science. Covering all topics from microprocessor architecture to object-oriented programming. Minor in economics with courses in topics such as microeconomics, macroeconomics and economical history.