

# Rikke Kiilerich

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## Summary

My goal is to help everyone understand the true value of investing in Design. Design capital D (design, research, data science etc.) Did I just do that? Mention "the value of Design"? Yes, yes I did. Although it might be considered a faux pas to discuss the »value« of Design, that is however what I spend most of my time thinking and talking about. Let's discuss it!

## Experience

### Industrial PhD Fellow

Microsoft

Sep 2021 - Present (5 months +)

### Design Researcher

Microsoft

Feb 2021 - Present (1 year +)

### Insights Manager

UserTribe

Sep 2020 - Feb 2021 (6 months)

In this position I designed and developed qualitative studies, facilitated on the UserTribe platform, to generate insights to help clients make informed decisions and develop meaningful solutions.

### UX Researcher

Microsoft

Feb 2020 - Jun 2020 (5 months)

Research lead for Dynamics 365 SCM products. I developed user insights to help designers, PMs, and engineers make informed design decisions to ensure intuitive products that created value for the users. I conducted both generative and evaluative research including both qualitative and quantitative data.

### Student Assistant

Carlsberg Group

Mar 2017 - Sep 2019 (2 years 7 months)

In this position I conducted research ranging from desk research to site visits. I used my findings to co-develop of a series of Design Thinking and Idea Generation workshops, with the goal of re-thinking draught solutions. These workshops resulted in an idea-bank of ways to innovate and create new business opportunities, all based on DraughtMaster technology, as well as a new process for capturing new ideas.

### Intern

Perú Champs  
Sep 2018 - Dec 2018 (4 months)

## Education



### **Copenhagen Business School**

Industrial PhD - Doctor of Philosophy

Sep 2021 - Sep 2024

My PhD project is co-financed by Innovation Fund Denmark and Microsoft.

Supervised by Daniel Souleles, Morten Holm-Petersen, Angela Moulden, and Arisa Shollo.



### **Copenhagen Business School**

Master of Science - MS, Organizational Innovation and Entrepreneurship

2017 - 2019

Dissertation Title: Improving the Process of Innovation: A Critical Case Study on Carlsberg Breweries Use of The Stage-Gate Model.

Supervised by Daniel Souleles.



### **Syddansk Universitet - University of Southern Denmark**

Bachelor of Science - BS, Market and Management Anthropology

2014 - 2017

Dissertation Title: The Presence of University Students in The Field of Entrepreneurship in Peru



### **Universidad ESAN**

Exchange semester, Entrepreneurship and product development

2016 - 2016



### **Herning Gymnasium**

STX, Spanish, English and German

2009 - 2012