

Tobias Holm Jensen

User Experience Designer and Digital Design Student

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Education

Master of Science (M.Sc. IT) in Digital Design and Communication June 2018

IT University of Copenhagen, Copenhagen, Denmark

Full-time degree with specialization in Interaction Design and User Experience.

Bachelor of Science in Digital Media and Design June 2016

IT University of Copenhagen, Copenhagen, Denmark

Cumulative GPA: 10.84/12.0. Equals to American GPA: 3.65/4.0.

Study Abroad: The University of Pennsylvania School of Design, Philadelphia, PA Spring 2015

Completed coursework in Architecture 2012-2013

Harrisburg Community College, Harrisburg, USA

Coursework included: Architectural Design, Architectural Graphics, History of Architecture.

On the Dean's List for both semesters. Cumulative GPA: 3.55/4.0.

Work experience

User Experience Designer 11/2016 - Present

Adapt Mobile, Copenhagen, Denmark

Collaborating closely with designers and front-/back-end developers in an Agile/Scrum workflow to design and produce complex, yet accessible and intuitive iOS and Android apps.

- Design and conduct user research on user needs, behaviors and attitudes
- Communicate findings through user stories and user flows
- Sketch and wireframe mobile UI and create interactive prototypes
- Leading the UX and development of beta testing app 'AM Testflight'
- QA-test new and existing solutions to ensure high quality in mobile products.

Teaching Assistant: User Experience 8/2016 - 1/2017

IT University of Copenhagen, Copenhagen, Denmark

Teaching assistance in lectures and exercises on UX theory and research methods for class of 80 students.

- Mentored and supervised students in research planning, usability testing, qualitative and quantitative methods and data analysis
- Corrected and graded weekly homework assignments and provided feedback to students
- Collaborated closely with professor to ensure high quality teaching and guidance
- Obtained an overall student evaluation score of 5.9 out of 6.0.

Technical Consultant: UX Research and Design 6/2015 – 11/2016

The Danish Road Directorate (Vejdirektoratet), Copenhagen, Denmark

Designed and evaluated user studies that led to data-driven recommendations for UX, design and functionality improvements in the traffic apps and services.

- Iterative design and prototyping in close collaboration with a multidisciplinary team of project managers, engineers and developers in an Agile/Scrum workflow
- Statistical insight in user behavior through Google Analytics and use statistics
- Coordinated a beta testing program with over 200 external beta testers
- Created a quick guide for the app based on user studies and feedback
- Activities resulted in improving the main app's user satisfaction score from 73% to 91%.

Teaching Assistant: Interaction Design

8/2015 - 1/2016

IT University of Copenhagen, Copenhagen, Denmark

Teaching assistance in lectures and exercises on Interaction Design theory and methods for a class of 20 students.

- Supervised on creative user-centered design processes, practices and principles as well as in ideation phases and design decisions
- Led design critiques and class discussion on the students' designs and concepts
- Corrected and graded weekly homework assignments and provided feedback to students
- Obtained an overall student evaluation score of 5.9 out of 6.0.

Student worker: User Experience

9/2014 – 1/2015

Danish Broadcasting Corporation (DR), Copenhagen, Denmark

Assisted in optimizing and improving DR's media archive to make it more usable and intuitive for journalists.

- Advised on best practices on Search Engine Optimization and User Experience
- Assisted in database management in the Apache Solr Search Engine
- Assisted in the design of a new and more simple media archive
- Assisted in HTML coding and code proofreading to ensure a high quality of the data
- Went through and corrected over 15.000 metadata in the media archive.

Student worker: App Development

5 -7/2013

The Danish Medical Association's IT-Department, Copenhagen, Denmark

Assisted in designing and producing content for a health app directed at Danish doctors.

- Translated document formatting into HTML and styled the content with CSS
- Assisted in managing the database for the app

Relevant coursework

Design theory and methods

Web Design and Portfolio
 Interaction Design: Genres and Contexts
 Digital Material and Interactive Artifacts
 Digital Experience and Aesthetics
 Designing Digital Play
 E-business and Entrepreneurship
 Sustainable Futures
 Digital Illustration
 Graphic Design Practicum
 Interfacing Cultures: Designing for Mobile, Web and Public
 Video 1

Design Research methods

User Experience
 Personas and Target Group Analysis
 User Studies and Quantitative Methods
 Co-design and Qualitative Studies
 Qualitative Research Methods &
 Academic Communication
 Digital Culture and Media

Design skills

User experience

Usability Metrics
 Website Analytics
 Prototyping
 Persona Creation
 User journey/flow
 A/B-testing, Card Sort, IA
 User Testing, Task Analysis

Design software

Sketch 3
 Photoshop &Illustrator
 InDesign
 Experience Design
 Premiere Pro
 InVision, Proto.io, Axure
 Balsamiq

Web design

HTML5
 CSS2/CSS3
 JavaScript/jQuery
 CMS (WordPress & Drupal)
 FTP
 Design guidelines for iOS and
 Android UI

