Søren Muus
Experience Design Director and Strategist

SUMMARY
Experienced Design Director creating business success by leading design as a measurable, value-adding process that ensure resources collaborate to deliver solutions that drive engagement and revenue.

- **Leadership:** Building high performing and result focused UX teams (7+ direct reports.) Hiring, managing and retaining top-talent. Advocating data and goal driven design. Maturing design from service deliverable to strategic resource.

- **Collaboration:** Facilitating co-design, ideation and fast innovation, incorporating research. Working with Product Managers and Technologists to create successful products, features and services. Stakeholder and resource manager in Agile development environment.

- **Strategy:** Apply company vision and objectives to an actionable experience strategy. CX/UX User/Customer Experience Strategy. Drive experience strategy to set, meet and exceed user and customer expectations.

- **Process:** Create and implement custom fit product design process across organisation. Conduct Product Modeling with Product Teams. Establishing repeatable process to solve business problems with design solutions.

- **Deliverables:** Strategy and Planning. Qualitative and Quantitative research. Success metrics. Product and design briefs. Wireframes. Comps. Personas. Prototypes. Visual design. Style Guides. Presentations.

- **Specialty:** Design process development and implementation. Ideation and creative process. Codesign. Experience strategy and execution. Cross Cultural team building. Data Driven design. Startups. SaaS. B2B and B2C. CX/UX. Service design. User & Customer Journey building. Brand implementation. Visual design. Interaction design.

- **Education:** Royal Danish Academy of Fine Arts, Copenhagen Business School.

- **Guest lecturing:** Bauhaus University, Germany. University of Jönköping, Sweden. Copenhagen Business School, Denmark.

- **Speaking:** IXDA, IA Summit, EuroIA, UX Camp Berlin/Copenhagen

EXPERIENCE

Director of Experience Design | Urban Airship, Oregon 9/2013 – Present
Building and leading the Design Team at Urban Airship in Portland and San Francisco. Developing and implementing a scalable and repeatable product design process. Turning the Company Vision and Product Roadmap into an actionable and measurable Experience Strategy. Improving user experience, taskcompletion, customer signup and onboarding experience.

Director of Experience Strategy | Thug Portland, Oregon 7/2012 – 7/2013
Developing design processes and applying experience strategy framework and methodology to the teams of researchers, designers and developers at Thug. Conducting Agile UX process on product development (integrated PC, mobile and tablet) for Intel. Rebranding of company, identity and communication. Business development and client work.

Principal | FatDUX North America, Portland, Oregon 1/2012 – 5/2012
Business development, management and leadership. Setting up profitable offices in the US: Los Angeles, Seattle and Portland, assisting partners in making business units profitable. Conducting client meetings and workshops.

Chief Creative Officer | FatDUX Group Copenhagen, Denmark 6/2006 – 5/2012
Lead strategy and brand development for seven offices in five countries, in both the US and EU. Weekly conferences with management, training, workshops, and business development in close collaboration with office principals. User Experience: writing scenarios, storyboarding, wireframing, visual design and prototyping for digital ecommerce, marketing, and mobile solutions. Service Design: Touchpoint analysis, customer journey mapping, User research. Leading user experience work on client projects – facilitating workshops and presenting pitches and solutions to clients.

Creative Director | Designproces Copenhagen, Denmark 12/2001 – 6/2006
Managing design agency, responsible for creative concepts, business development. Visual communication, cross channel design; digital and analogue. coordinating with project management, account directors, creative directors, visual, and copy. Presenting pitches and solutions to clients.

Associate Designer | Christian Bjørn Design Copenhagen, Denmark 1/2002 – 10/2003
Business Development, creative direction and project management in close collaboration with product designers, 2D and 3D design. Creating new product designs using both traditional and computer aided processes. Product design, visual identity programs.

Director/Visual Designer |Mann & Muus Copenhagen, Denmark 1/1995 – 10/2003
Visual communications. Product design, visual design, logo and visual identity. First cross

media project. Project management, print and production. Leading small team of graphic designer and design assistant. Client meetings and business development..

Visual designer | Genius Design Copenhagen, Denmark 4/1993 – 3/1995
Visual communications. Product design, visual design, logo and visual identity. First cross media project. Project management, print and production. Leading small team of graphic designer and design assistant. Client meetings and business development.

Digital/Visual designer | Damsgaard & Lange Copenhagen, Denmark 1/1991 – 3/1993
Converting public transportation system from analog to digital source. Creating public wayfinding and signage. Development of maps and Information graphics.

Art Director | R&R/Gorm Larsen (Advertising) Copenhagen, Denmark 5/1989 – 12/1990
Development of creative concepts and strategies.

Assisting Art Director | Ted Bates Copenhagen, Denmark 5/1987 – 5/1988
Art work. Development of creative concepts and strategies.

EDUCATION

Copenhagen Business School. Copenhagen, Denmark. May 2008
Communications at the intersection of theoretical reflection, practical, problem management and skilled communication in businesses and organizations.

Mouse House. Copenhagen, Denmark. March 1995
Design Courses Multimedia design, Advanced training in Director, Premiere, 3Dstudio and CS.

Royal Danish Academy of Fine Arts, Copenhagen, Denmark. May 1987
Skolen for Brugskunst, Graphic Design.

Gribskov Gymnasium Helsinge, Denmark. June 1984
General Certificate of Education A level Math and Social Science, June 1984 Gribskov.

TEACHING

Guest Lecturer at Copenhagen Business School, 2008:
"Design for small screens, mobile and smart computers"

Guest Lecturer at University of Jönköping, 2010:
"Design of User eXperience A theoretical and practical approach"

Guest Lecturer at Bauhaus University, Weimar, Germany, 2011:
"UX Masterclass"

SPEAKING

Web and Beyond, Amsterdam, 2008:
"Design of a mobile, location based service: Challenges for a technology driven business"

EuroIA, Barcelona, 2007:
Panel – "The Future for UX in Europe"

EuroIA, Amsterdam, 2008:
Panel – "ECUX"

Italian IA Summit, Forli, 2009:
"Tribal Europe: Building the European Information Architecture Community"

EuroIA, Copenhagen, 2009:
"Big Hat, Small Herd How to produce professional deliverables on a limited budget"

Iakonferenz, Köln, 2010:
"A wise foot in the door: The Stanford Web Credibility Project as an easy-to-use tool to create new business with new clients"

UX barcamp (Europe), Berlin, 2011:
"Succeed through Empathy How to apply empathy to the design process, the team environment and the business model"

UX Meetup, Los Angeles, 2011:
"Empathic Design"

IxDA Interaction 12, Dublin 2012:
"FAHRENHEIT V. CELSIUS – The degree of difference between EU UX and US UX"

IASummit, New Orleans, 2012:
"Modeling Systems for Information Architecture – A Customer Experience Journey"

Refresh Portland, 2012:
"The Customer Experience Journey – From contact to conversation"

RECOMMENDATIONS

"If you are ready to take your business to the next level, you want Søren leading your team"
- Greg Nudelman, Author

"Soren has the rare capability of being a true creative while simultaneously having business acumen..."
- Damon Sullivan, CEO

"Soren has taught me the ways of design thinking, product modelling and how to work as a designer on a product team. His mentorship has been invaluable"
- Andrea Burton, Sr. Product Designer

"I opted for UA amongst other job offers I had, because of Soren and his design vision"
- Aniruddha Kadam, Experience designer

THE SHORT VERSION

As an Experience Designer...
- I Map journeys of interactions with touch points that lead to planned conversion
- I Model solutions to problems that people will want or need to get solved
- I Make products and services that will meet and potentially exceed expectations
- I Measure the impact and effect of my work to make sure it always adds value