



Søren Højland Boesen

Product & Design Leader

+45 22 27 55 72 · s.boesen@gmail.com

linkedin.com/in/soren-boesen · Copenhagen, Denmark · Born 1990

PROFILE

10+ years taking digital products from insight to market, as an innovation consultant for some of the world's largest brands and then as CEO of the digital agency Kvalifik, which I grew to 15 people and DKK 9M in revenue and later led through a turnaround. I have run a two-sided marketplace as CEO, closed it when the numbers said to, and I am building a consumer marketplace of my own right now. DTU-trained design engineer who works as a sparring partner to teams: framing the opportunity, sharpening the commercial focus, and building the structure to make it stick.

EXPERIENCE

2019 – 2026
Copenhagen

Kvalifik

Digital agency bringing ideas to life through experimental, data-driven design and development.

Design Director Jan 2026 – Mar 2026

- Leading the design practice – concept development, product and service design, and design quality across client engagements.

Managing Partner & Design Director (CEO) May 2021 – Dec 2025

- Took over leadership from the founders in 2021 with responsibility for strategy, sales and organisation.
- Led a turnaround, from DKK 2M in debt to positive financial results, and grew the business to DKK 9M in annual revenue and above industry profit margins.
- Delivered high-impact digital projects for some of Denmark's largest companies, including Danica, DSB and Carlsberg.
- Established Kvalifik as the leading Webflow specialists in Denmark
- Led a full rebranding (positioning, visual identity, new website) and professionalised the business with operating structures and clear delivery models.
- Led a team of 15+ Recruited sought-after digital talent in a competitive market – including a new business partner, with whom I ran the company for two years before handing over leadership in full.

Design Director & Partner Feb 2019 – May 2021

- Built a new consultancy unit for companies wanting to hack business development and prototype their way into the future – design thinking combined with new digital tools and data-driven experiments.
- Turned a network of 70+ digital natives into a structured agency; held main responsibility for the design team.

2021 – 2022
part-time

CEO, Dojo

Kvalifik venture – a platform connecting businesses with a screened network of young digital talent.

- Full ownership of financials, marketing, strategy, team and community; decided in 2022 to sunset the platform and integrate it into Kvalifik.

2020 – 2022
part-time

Co-founder, Videodo

Created a startup during the pandemic, selling educational material on video and streaming.

- Built the offering and ran the Shopify store, marketing, branding and design – hands-on experience selling digital products online.

2014 — 2019
Copenhagen

Innovation consultant, IS IT A BIRD

Strategic innovation agency turning human insight into new business opportunities. Intern (2014) → junior consultant → innovation consultant (strategic designer) (2016-2019).

- Planned and ran qualitative research and concept testing; translated findings into clear insights and recommendations.
- Facilitated ideation, co-creation, workshops and design sprints with clients and users.
- Defined strategic opportunity spaces and concretised them into concepts — from early sketch to clickable prototype, user stories, customer journeys and service blueprints.
- Managed multi-stakeholder projects in complex political arenas, public and private, including proposals and budgeting.

Clients: Mærsk, Carlsberg, Clariant, DSB, DOT — Din Offentlige Transport, Spraying Systems Co., Schulstad, City of Copenhagen, MP Pension, Nilfisk.

2012 — 2014

Earlier

Teaching Assistant in Project Management and in Product Usability, DTU. Investment Advisor, INDEX: Design to Improve Life (2013).

EDUCATION

2014 — 2016

M.Sc. Eng. in Design and Innovation

Technical University of Denmark (DTU), GPA 11.4. Exchange semester in M.Sc. Strategic Product Design, TU Delft, the Netherlands (2015).

2010 — 2013

B.Sc. Eng. in Design and Innovation

Technical University of Denmark (DTU), GPA 9.4. Exchange semester in Ingeniería de Diseño de Producto, Universidad EAFIT, Colombia (2012).

CAPABILITIES

Innovation & strategy

Innovation management, business model innovation, product & service strategy, opportunity framing, design sprints, prototyping & pretotyping, data-driven experimentation.

Tools

Figma & FigJam, Webflow, Claude & Claude Code, AI-assisted prototyping and automation.

Design & research

UX and product design, qualitative research, usability testing, customer journeys & service blueprints, concept development, visual communication, behavioural design.

Languages

Danish (native) · English (fluent) · Spanish (conversational) · German (basic)

Leadership & business

P&L ownership, team building & talent acquisition, agile delivery, stakeholder management, creative facilitation, business development and sales.

When not working

Enjoying time with my son, building tools with Claude Code, running, reading, investing, trying to stay up to date with AI.

AWARDS, CERTIFICATIONS & VOLUNTARY WORK

2012 — 2015

- **J.C. Jacobsen Special Award (2015)** at the Sustainia Award in Paris, for sustainable packaging solutions for Carlsberg.
- **Grøn Dyst Sustainability Award (2014)** for the best sustainable master's project at DTU – photovoltaics in organic fruit farming.
- **Certified Project Manager** after DS/ISO 21500 (2013).
- **Other:** Chairman of DANSIC Alumni, network for social innovators (2013); PR volunteer, DANSIC (2012); GiANT Social Innovation Project, Medellín (2012).