



# Mads Borup Petersen

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## About

Product designer who builds across physical and digital, with hands-on AI experience. Design background with strong technical skills.

## Skills

Product Design · Interaction Design · Electronics Prototyping · Software Development

## Technologies

JavaScript · Audio & Vision AI · LLMs · RAG · Embeddings

## Tools

Figma · Arduino · 3D-printing & modelling · ProtoPie · Claude

## Experience

Jan 2024 – Present

### Founder · Junier (junier.co)

- Designed and built AI-powered tool for product research from scratch as an independent founder.
- Developed real-time session features for product feedback collection, including recording, prototype integrations, transcription and **live AI-assistance**.
- Built **multi-modal AI pipeline** (video processing, embeddings, RAG, LLMs) connecting user feedback to product interfaces.
- Built third-party tool integrations (Figma, Browser, MCP), enabling designers to get **contextual AI generated insights** based on their work.

Aug 2020 – Dec 2023

### Design Technologist · Moodagent, Copenhagen

- Drove exploration of novel product opportunities and features through design and end-to-end prototyping in a cross-functional team, applying AI (audio classification, vision, embeddings) across projects. One concept was **patented** and some **attracted new investor interest**.
- Independently built tool for qualitative evaluation of internal video-to-music AI models and feedback collection for model training. Grew into a **tool used by several teams** as it transitioned from prototype to production.
- **Presented prototypes** to founders, senior leadership, and external partners.
- Redesigned interactive music playlist feature to focus on **AI-enabled content discovery**, which was later added to the product.
- Adapted the core mobile app experience for desktop and 3rd party devices, **expanding the product to new platforms**.

## Education

BSc, Interaction Design

Aalborg University, Aalborg

2015 – 2018