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Mads Borup Petersen

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About	Product designer who builds, from early exploration to production features. Design background with hands-on technical experience. My process involves a lot of learning through making to explore and identify opportunities.

Skills	Product Design · Interaction Design · Software Development · Electronics Prototyping

Languages and Technologies	TypeScript/JavaScript · LLMs · RAG · Embeddings · SQL · React.js · RESTful APIs

Tools	Figma · Claude Code · ProtoPie · Arduino

Experience

Jan 2024 – Present

Founder · Junier (junier.co)
Building an AI-tool that helps teams build better digital products.

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

Aug 2020 – Dec 2023

Design Technologist · Moodagent, Copenhagen

- Led exploration of novel product opportunities and features through design and end-to-end prototyping in a cross-functional team. One concept was **patented** and some **attracted new investor interest.**
- Developed multiple prototypes and tools applying AI within music streaming and discovery to **explore technologies and interactions.**
- Independently built internal tool for video-to-music AI model qualitative evaluation and feedback collection for RLHF. Grew into a **key tool used by several teams**.
- **Presented prototypes** to C-level leadership and external partners.
- Collaborated with other teams on **transitioning prototypes to production.**
- Redesigned interactive music playlist features 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