Lars Jensen

Sausalito, CA (SF Bay Area)
http://www.linkedin.com/in/larsdjensen
larsjensen@gmail.com
781-258-7463

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profile **Find a way. Get it done.** Skilled UX/UI designer, design lead, and software engineer. Highly effective, adaptable, resourceful, versatile. Agile & lean by nature. Driven to create clean, robust, maintainable products, services, and internal tools/processes. Bottleneck killer. Leader and "organizational fixer" in full-time and freelance roles. Wearer of the hat that needs wearing.

summary
- UX & UI design, information architecture, user research, usability testing
- Software engineering
- Windows, Mac, web, mobile
- Product definition
- Project coordination
- Cross-platform Windows and Macintosh development
- Large, midsize, and startup organizations, local and remote teams
- Well-versed in Agile and Lean development – Certified Scrum Product Owner
- C++, C, OOP, MFC, HTML, CSS, Javascript, Xojo/REALbasic, Photoshop.

work experience

10/05-11/14 **MINDJET – UX Architect, Principal UX Designer, Software Design Engineer**

Product Design:
Lead designer for industry-leading flagship *MindManager* mindmapping software for Windows (versions 7-14) and Mac, representing $30MM-$45MM in annual revenue. Lead or contributing designer for other versions, including mobile. Designed document sharing & collaboration architecture for several online versions. Art director for thousands of graphic assets, including Ribbon iconography, built-in and separate clip art libraries, corporate/product logos, and packaging. Constantly worked for design & graphic consistency across the product line.

Organization & Tools:
- Introduced spec-based development and model-based design to company.
- Established UX wiki to document key design architecture.
- Built many automated tools, e.g. Microsoft Ribbon simulator for protyping and user testing, graphic asset managers, template scrubber for consistency/uniformity/localization, online seating chart.
- Eliminated dependencies between departments.

Usability testing & research:
- Constructed in-house usability lab (my third).
- Moderated many, many usability tests of my own and others' designs.
- Traveled for several multi-day user research trips.

10/00-10/05 **FREELANCE**

LOTSA HELPING HANDS: Helped design initial **information architecture and user interface** for *lotsahelpinghands.com* "personal intranet" site, specialized for caregivers of friends, family, and community members in medical crisis. **Managed graphic artists** and assisted with implementation. (2005)

TRIPPMEDIA: **Managed development** of *Coding Process Xcelerator*, a CD-ROM based browser of standardized databases for codifying medical procedures, drugs, and conditions. Initially hired to help a solo developer implement data mining tools, I soon expanded my role to **revise an unrealistic schedule**, and **recruit and coordinate a team of remote contractors** for round-the-clock development to meet critical milestones. **Established implementation standards** and **coded** large parts of the system. (2004)

XEVO: **Designed information architecture and user interface** for web and Microsoft Management Console versions of large network administration product suite. Expanded my role to **create missing internal technical documentation** and lead product naming efforts as schedule demanded. (2003)

DUN & BRADSTREET: **Designed user interface** in collaboration with remote implementation team for *Private Data Portals*, a customizable B2B marketing data web portal. (2001, 2002)

MAP ADVENTURES: **Redesigned and implemented web site** (including some graphic design) and implemented for small cartography design/production business. (2001)

11/99-10/00   **QUICKDOT – Chief Designer**

Quickdot was a startup web-based messaging and communications platform that grew to over **seven million members in two years with zero marketing expenditure**. As chief designer, I set design direction and graphic standards for the site. As a member of the executive team, I helped set product direction and corporate objectives. As an engineer, I helped code the site. *HTML, Javascript.*

6/90-11/99   **IMARKET – Chief Designer, Software Engineer**

Member of founding technical team for this producer of business-to-business marketing tools, a spinoff from Lotus. Products comprised software and data on CD-ROM, issued quarterly. Product family achieved **over $100 million in revenue over 10 years**, until acquisition by Dun & Bradstreet in 2000.

Software engineering: Major code contributor throughout the product line. Primary responsibility for UI development libraries, achieving **95-99% cross-platform, cross-product code**. **Met quarterly release dates throughout nine-year product lifespan**.

User interface design: UI design responsibility for entire product family. Constructed in-house usability lab, ran many focus groups and usability tests. Managed outside usability contractors and graphic artists.

Product management: Defined feature sets and wrote functional specs. **Ran regular product planning meetings across all departments**. Created system for managing data from many outside vendors. Managed alpha/beta programs. Created marketing demos/slideshows.

C/C++, MFC, Windows, Macintosh, HTML

11/87-6/90   **LOTUS – Principal Software Engineer, UI Designer**
Managed two engineers to continue development of Datext software after acquisition (see below). Became **lead engineer and UI designer** for new *MarketPlace* product line, the first horizontal business-to-business marketing tool on CD-ROM, later spun off as iMarket Inc (see above). *C, MS-DOS*

11/86-11/87   **DATEXT INC – Senior Software Engineer**
Designed and implemented CD-ROM business information products and associated development tools. *C, MS-DOS*

11/85-11/86   **GENERAL COMPUTER CORP – Software Engineer**
11/83-11/84   Developed Macintosh system software, 6502 console video games and game development tools.

1/85-11/85   **HAYDEN SOFTWARE – Software Engineer**
Developed Macintosh and PC games and game development tools.

1/83-10/83   **SCIENCE APPLICATIONS, INC. – Software Engineer**
Helped design mobile automated calibration equipment for U.S. Navy. Managed VAX installation.

education   B.S. Physics, Utah State University.

US Citizen