

Christoffer Jensen

Product and design leader · I set the direction and build the product

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■ PROFILE

I am a product designer and leader with over a decade of hands-on experience across UX/UI, product development, product ownership, design direction and development processes. I have built products, shaped teams and established ways of working, always moving beyond the boundaries of my role when the problem demands it. I learn what is needed to solve the task at hand, connect the dots across disciplines and take ideas from concept to working product.

Since 2022, AI has been a key area of my interest and experimentation. I have leveraged AI technologies to improve and transform the way I work in my full-time role, while also building and exploring AI-driven solutions through self-initiated side projects. I use AI as a way to bridge the gap between idea, design and implementation, allowing me to prototype and build solutions myself while understanding the underlying technology well enough to make informed decisions and work effectively with development teams. See “Parallel Builds” for more details.

As a leader, I believe in giving talented people the space to be creative, take ownership and grow. I lead by setting direction and creating the conditions for people to do their best work, rather than standing above the work myself. I hold myself to the same standards I expect from others. I am always willing to step in, learn and contribute wherever it creates the most value.

■ PORTFOLIO

christofferjensen.com

■ SKILLS

- Product design
- UX & UI
- Interaction & motion
- Prototyping
- Design systems
- Art direction
- Design leadership
- Stakeholder management
- Product strategy
- Product ownership
- UX research
- Game & learning design
- AI product
- Agentic systems
- Business development

■ TOOLS

- Figma
- Framer
- Adobe Creative Suite
- Claude Code
- Codex
- ElevenLabs

■ RECENT EMPLOYMENT

Centra on Canton2026

Chief Product Officer · Company size of seven

Consumer layer on Canton, the institutional blockchain. Three products.

- Product direction, roadmap and what ships. Co-originated the company.
- Product design end to end: flows, UX, UI, design system, prototyping.
- Built the first working version. Product live on Mainnet, around 4,000 users onboarded.
- Role included mix of leadership and hands-on delivery.

Product strategy · Product design · Design systems · Prototyping · Figma · Claude Code

Oyster2025 – present

Co-founder & CPO · Team of three co-founders

AI for IT procurement. Turns work that takes an IT architect hours into minutes.

- Product direction, UX/UI, brand and design system.
- Co-built the product with my two co-founders, hands-on in the build.
- Live with users across Europe. Piloted with a major vendor.

AI product · Product strategy · Product design · Design systems · Figma · Claude Code

Nibiru2023 – 2026

Experience & Design Director · Company size of 20 · Led design department of five employees

Promoted from Product Owner. Owned everything users saw and touched.

- Design leadership: hiring, craft standard, two years in the management group.
- Product experience end to end: UX, UI, interaction, motion and 3D direction.
- Design systems shared by design and engineering.
- Role included mix of leadership and hands-on delivery.

Design leadership · Design systems · UX & UI · Motion · 3D direction · Figma · Framer

BLK LZY2019 – 2024

Product Design Consultant · Six client engagements

Design consultancy across multiple industry branches.

- Product and UX design in autonomous vehicles, retail R&D, telecare, food service.
- Research, service design, design systems and safety-critical HMI.
- Co-founded the Gothenburg office: business case, hiring, go-to-market.

UX research · Service design · Product design · UX/UI design · Design systems · HMI · Business development · Figma

■ EXPERIENCE IN FULL

Oyster · Co-founder & CPO2025 – present

Orca · Creator2026 – present

Glenn · Creator2026 – present

Sori · Co-founder2026 – present

Centra on Canton · Chief Product Officer2026

Heywire · Creator2026

Kvitta · Creator2026

Tower of Bribelon & Momentum · Creator2026

Nibiru · Experience & Design Director2023 – 2026

Nibiru · Product Owner, design2023

BLK LZY GBG · Co-founder, business development2022 – 2024

BLK LZY · Product Design Consultant2019 – 2024

H&M Group · Product Designer, innovation R&D2022 – 2023

Careium · Product Design Lead2021 – 2022

Martin & Servera · Product Designer2021

Buddy · Product Design Lead2021

MediCarrier · UX Researcher2021

Scania · UX & UI / UX Strategy, HMI2019 – 2020

Knowit · Product Development, concept & strategy2018 – 2019

Britny · Digital Strategist2017 – 2018

V2 · Founder, freelance design studio2015 – 2019

Provokatör · Co-founder, e-commerce2015 – 2017

■ PARALLEL BUILDS

Products I designed and built on my own initiative, alongside a full-time job.

Orca2026 – present

Creator · Built solo, end to end

Replaces the rented tools a firm barely uses with software it owns, fitted to how it works.

- Product, brand and design system, built into a running platform.
- Projects, time, clients and HR in one place. Site live; the product runs on demo data.

Product strategy · Product design · Design systems · Claude Code

Glenn2026 – present

Creator · Built solo, end to end

Seven voice-first apps for household records, from receipts to a wine cellar.

- One app and one design system across iOS, Android and web, sized for older eyes.
- Live on the web in five languages. App Store next.

Product design · Design systems · Voice

Sori2026 – present

Co-founder · Built with one co-founder

An events app for the Nordics. Invite in seconds, RSVP without an app, split costs over Swish.

- Led the brand, art direction and experience, plus a good part of the functionality.
- Live on the App Store. Android next.

Brand · Art direction · Product design · Swish

Heywire2026

Creator · Built solo, end to end

An agentic OS. A governed surface where agents and people collaborate in real time.

- Concept, product design and the build, end to end.
- Controls for what agents may do on their own: budgets, approvals and an audit trail.
- Working beta on web and desktop. Its patterns now run in Oyster and Orca.

AI product · Agentic systems · Product design · Figma · Claude Code

Tower of Bribelon & Momentum2026

Creator · Built solo, end to end

Two learning games. One teaches bribery without saying so; the other has a team learn together.

- Tower of Bribelon: ten floors of everyday situations. Playable on a phone.
- Momentum: a multiplayer prototype where a team plays and decides together over live voice.

Game design · Learning design · Product design · ElevenLabs

Kvitta2026

Creator · Built solo, end to end

AI that codes Swedish supplier invoices to BAS accounts, hosted in the EU.

- Design, rules and product, built end to end.
- 94 percent on the exact account in my own test. It flags what a person should check.

AI product · Product design · Figma

■ EDUCATION

Hyper Island · Design Lead · 2016–17

Linnaeus University · MSc International Marketing · 2015–16

Linnaeus University · BBA Marketing · 2012–15

■ LANGUAGES

Swedish *native*

English *CPE, C2*

Spanish *limited*

■ CERTIFICATIONS

Apple Certified Pro · Logic Pro X

Certificate of Proficiency in English (CPE, C2)

■ BEYOND WORK

Myth Helia, a melodic house and techno duo built around its own fantasy world. Releases signed to IbogaTech and Recovery Collective; our music has been played at some of the biggest festivals in the world.