

Jens H. Nielsen

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I have a broad experience in IT at the intersection between product, tech, and business. In the last 15 years, I have been on an adventure in Asia and have lived in Beijing and Hong Kong.

While in China, I have been a founding member of two companies. The first, Thred, went on the stock exchange in Australia. The second, Silentmode/Breathonics is still active, but I have left the company. Both companies have been significant experiences, and I have learned much about business, product, and software development.

Besides starting companies, I have thought full stack web development, built enterprise websites, and worked in a crypto casino.

I moved to China inspired by an academic collaboration between the IT University of Copenhagen and Peking University in Beijing. I also wrote my master's thesis in China for NNIT on global software development, focusing on their Tianjin department with supervisors from both Copenhagen and Beijing. I was fascinated by the energy I experienced at the university and in the business world, and of course, by the culture and history of China.

I am looking for a good company and a team where I can use all my experience. I live in Hong Kong, but I would be willing to relocate for an exciting position as long as a good international school is nearby.

Tech stack

React, Next.js, Node, Typescript, Firebase, Postgres, Swift, Google Analytics, Tag Manager, Google Cloud, AWS

Experience

Senior Developer, Chaos Theory

Nov. 2021 – Jul. 2023

During my time at Chaos Theory, I was part of the product team led by our CEO. One of my primary responsibilities was to analyze user behavior for Cloudbet and identify areas that needed improvement in a user journey. I then suggested the modification to the team, sometimes with a high-tech prototype. I also was responsible for educating other departments in making data-driven decisions and AI strategies in their daily work. In the beginning, I build the front end of our crypto wallet.

- Monitor user behaviour and performance, conducted usability tests with users
- Created and activated a beta group with 50 users
- Developed a technic to predict spending and churn risk based on the first 5 user interactions
- Build multiple explorative prototypes
- Contributed to the new casino application build in Next.js
- Created analytical strategies and implementation

Co-founder / CTO, Silentmode

Jan. 2016 – Oct. 2021

As the technical co-founder, I drove all software and the integration with our hardware, building the roadmap, strategy, and architecture. As we hired more, I coached my team thru one-on-ones and in the daily work.

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I did not only have a strategic role at Silentmode. I also took responsibility for building and administrating our e-commerce platform, which generated more than 3 million USD in sales. I developed marketing tools and optimized advertorials, which increased the conversion rate by 44%.

I co-designed, planned, and built the primary iOS app. First alone, then later in collaboration with PGS, a major outsourcing company in Poland. We created innovative functionality like real-time biometric analytics. Such that users could get feedback during the exercises.

Covid hit the company hard, so we had to let employees go, and I had to sacrifice myself and get a regular job for the company to survive. Today, I only have an advisory role, and the company survived.

Lead Instructor, General Assembly

May 2016 – Aug. 2017

As an instructor, I had the privilege to educate groups of up to 22 adult students without former IT experience so that they could take up junior web developer positions—all within a short 12-week period. I am proud that more than 95% of my students work in the IT industry today.

During the 12 weeks, they created full-stack applications, games, and websites. I also exposed them to more advanced topics such as algorithms, AI, and automatic testing.

I also had the opportunity to teach a course in Singapore in the summer of 2017. While at General Assembly, I coached the other instructors and helped with recruitment.

Senior Developer, South China Morning Post

Oct. 2015 – Apr. 2016

In a fixed contract position, I contributed to transforming the SCMP website after SCMP was sold to Alibaba. The website was to be the primary product rather than the paper newspaper.

SCMP hired me to focus on the front page. I analyzed the content and user behavior, and technical construction. The team simplified parts of the front page, reducing the loading time by 38%. I also was part of building the Drupal-based site of Hong Kong magazine, both doing front and backend work.

Co-founder / CTO, Thred

Oct. 2014 – Oct. 2015

I created “Thred, Unified Social Messaging” with two other co-founders. Thred was almost what you see in advanced messaging applications today. Except you could access your contacts from all social media platforms and a few more tricks that still need to be added to messaging apps.

As the technical co-founder, I oversaw all software: roadmap, architecture, and strategy, and built the first MVP. After we got investments, I created a local and outsourced developer team.

I build our text analytical algorithm and innovative interface like micro-threads. My team and I make a scalable cloud application using Terraform, Docker, PostgreSQL, and Node.

Thred went public on the Australian stock exchange.

Senior Consultant, Coconut Inc

May 2013 – Oct. 2014

I was a team leader for five developers in a web agency, where we serviced two big companies in Hong Kong: New World Development and Chow Tai Fook. We built their primary websites and other websites. Our website for New World Development won the silver medal at the iNOVA Awards 2014 in the category "Corporate Websites: Real Estate."

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Lead Developer, Crystal Asia	Jan. 2012 - May 2013
China Lead, Trifork	Dec. 2010 – Dec. 2011
Assistant Teacher, IT-University of Copenhagen	Feb. 2010 – Jun. 2010
Research assistant, IT-University of Copenhagen	Sep. 2008 – Nov. 2010
Webdeveloper, Berlingske Media A/S	Jan. 2008. – Aug. 2008
Business Intelligence Developer, Berlingske Media A/S	Jan. 1998 – Jan. 2008

Certifications

Certified Scrum Master. Teacher: Jeff Sutherland

Education

M.Sc. Digital Design and Communication	IT University of Copenhagen	2010
B.Sc. Computer Science	Malmö University	2008