

PHILIP THONBO

Product Design Lead

DESIGN SYSTEMS · CODED PROTOTYPES · ENTERPRISE AI WORKFLOWS

26 years turning complex technology into usable products across creative production, enterprise systems and AI-assisted workflows.



- [thonbo.com](#)
- [blog.thonbo.com](#)
- [linkedin.com/in/thonbo](#)
- [interactive CV](#)

DESIGN 26 years	CODE 10K+ hours	APP STORE #1 3 apps	DESIGN LEAD 10 years
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SELECTED CLIENTS ACROSS 26 YEARS

Coca-Cola · Microsoft · Ford · LEGO · Netflix · Telenor · Bang & Olufsen · Arla · SAS · Grundfos · Netto · BoConcept · DFDS · Coop · DR · DSB · TV 2 · Bilka · Føtex · Salling Group

CREATIVE PRODUCTION FOUNDATION

Thousands of hours in After Effects and 3ds Max / V-Ray – motion tracking, color grading, rigging, UV mapping, lighting and keyframe animation. *Behance-featured.*

I have deep roots in the traditional creative stack. That gives me a grounded view of what AI is actually transforming – not just speeding up, but restructuring.

Pixels, agents & people

FLAGSHIP · TRIFORK 2023 → NOW PRODUCT DESIGN LEAD

LEGO House

A full redesign of LEGO's brand lighthouse – LEGO House's digital ecosystem, then beyond the screen entirely. One project, three very different phases: pixels, agents, and people.



PHASE 01

The digital ecosystem

Full website redesign plus redesigned and animated exhibition experiences – from robot controllers and food-order touchscreens to computer-vision brick scanners.

WEBSITE + 30+ TOUCH SCREENS

UI & DESIGN SYSTEM

LOTTIE UI ANIMATIONS

UNITY DEVELOPMENT



PHASE 02

LEGO Minifig AI Avatars

An early public-space GenAI avatar prototype, conceived and prototyped with GPT-3.5 and Python in 2023. GenAI woven into the visit, not bolted on.

GENAI PRODUCT DESIGN

GPT-3.5 + PYTHON

CONVERSATIONAL UX

HUMAN-FACTORS FIRST



PHASE 03

Masters Academy frameworks

No screens at all – pure human factors. The systems that keep a live, playful learning experience on-brand and repeatable at scale.

STANDARD OPERATING PROCEDURES

PLAY-TEST & EVALUATION

CONSISTENCY SYSTEMS

FACILITATOR GUIDELINES

DIGITAL HUMAN EXPERIENCES

Designing AI avatars that look and speak like people.

Two projects, 2024 – real-time video streaming, photorealistic. Building AI avatars used to mean 3D modelling, rigging and render pipelines. Now it means designing for real-time generated video, where the digital human is synthesised on the fly, not pre-built.

SOCIAL WORK • TRAINING

Trauma-scenario training agent

A training tool for social workers: realistic AI-driven child personas simulating difficult, trauma-affected behaviour. Workers practice high-stakes conversations in a safe, repeatable environment – before facing them in the real world.

HIGH-STAKES CONVERSATIONAL UX

HUMAN-IN-THE-LOOP SAFETY

BEHAVIOUR SIMULATION

MUSEUM • EXHIBITION

Digital human CMS for museums

A content management system that let curators invent new digital humans – name, appearance, voice, character – and deploy them as interactive figures inside live exhibitions. Guests walked up and talked to them.

CMS FOR DIGITAL HUMANS

REAL-TIME AVATAR INTERACTION

EXHIBITION INSTALLATION DESIGN

TECHNOLOGY PARTNERS EXPLORED

ELEVENLABS

HEYGEN

RUNWAY

OTHER RELEVANT CASES

B2B · SAAS · UI SYSTEM

B2B SaaS CMS

A scalable interface system that turns a complex content backend into something teams actually enjoy operating – clarity over configuration.

UI SYSTEM

DESIGN TOKENS

COMPONENT LIBRARY

B2B · E-COMMERCE · CONFIGURATOR

BJ-Gear configurator

An industrial product configurator guiding engineers through thousands of gear & motor permutations toward the right order – fast and confidently.

GUIDED SELLING

CONFIGURATOR UX

CRO

RESEARCH · UX

UX research case study

A structured effort from contextual inquiry to synthesis that moved a roadmap from opinion to evidence – Level 3 knowledge, made shared.

CONTEXTUAL INQUIRY

SYNTHESIS

DECISION SUPPORT

B2B · E-COMMERCE

B2B e-commerce

Commerce patterns designed around real procurement behaviour – account-based pricing, bulk ordering and approval flows that respect how buyers actually buy.

COMMERCE PATTERNS

ACCOUNT FLOWS

CRO

+ 40 other cases reaching 20 years back on thonbo.com

02 HOW I WORK

[philosophy.md](#)

The 3 P's, in exact order

People · Product · Process. **85%** of success in any job relies on your ability to deal with people.

P1 · HUMAN FACTORS

People

TRUST · MENTORING · CULTURE

Trust building is a key solution to political friction. I display trust through mentorship and detailed feedback, because I care about people's work and time.

P2 · THE OBJECTIVE

Product

HUMAN FACTORS · MOTIVATION · FLOW

Human-centered design (ISO 9241-210), motivation mechanics and flow. Make the user 'SEE', and they neglect the need for instructions.

P3 · HOW TO GET THERE

Process

AGILE · PO · PRIORITIZATION

Agile / PO, design sprints and objectively-prioritized backlogs. Frameworks that keep momentum without ever losing taste or judgment.

Make the user 'SEE', and they will neglect the need for instructions.

DESIGN NORTH STAR

In times of AI design and development, taste and imagination is king.

ON STAYING CURIOUS

Set a direction and a destination – without them you move in all directions. That's how you learn what not to do.

ON AI STRATEGY

03 STAKEHOLDERS & THE BUSINESS

landscape.map

I make the business run

I make the business run — and I make the *people running it* feel heard.

Good design dies in the gap between what the business needs and what stakeholders believe they want. So before pixels, I map the landscape: who holds influence, who holds interest, who's quietly blocking, and who can become a sponsor.

At Salling Group I acted as head of UX across Bilka, Føtex and Netto – translating commercial direction into an objectively-prioritized backlog so decisions ran on evidence and business value, not gut feeling or politics.

Make the AI 'SEE' and it will neglect the need for instructions.

ON CONTEXT & HARNESS

Mostly the job is translation: turning design language into business language and naming the value of a decision without the hot air – humble enough to know when to listen and when to speak.

Stakeholder management isn't diplomacy for its own sake. It's how you keep momentum, protect the user, hit the commercial number – and keep everyone genuinely happy to be on the journey.

05 BUILT WITH CLAUDE CODE

~/GitHub · 30+ repos

VibeCoding in practice

The agentic thesis is not just a deck – it's how I build, test and document product ideas. 30+ personal GitHub repos, with new ones every weekend, where I'm the pilot and Claude Code does the typing: shipped apps, half-built experiments, tools that scratch my own itch, and one gloriously stuck Dockerfile.

● LIVE

Second Brain (Obsidian)

A personal knowledge system – notes, logs and project context in one graph, with Claude Code reading and writing the vault over MCP so it stays an active thinking partner.

OBSIDIAN

CLAUDE CODE

MCP

● LIVE

D&D Soul Test

A 50-question soul test that scores you into a D&D class, subclass and archetype – built for feel over accuracy.

NEXT.JS

NETLIFY

● LIVE

Tapo Stream Viewer

An Electron desktop app that proxies an H.265 security camera to the browser – with always-on-top PiP and mic talk-back.

ELECTRON

NEXT.JS

FFMPEG

● LIVE

Baby Growth Tracker
Tracks a baby's weight and length against WHO growth standards. In daily use at home.

REACTLOCALSTORAGE

● BUILDING

Thonbo Blog & TTS Server
My blog, plus a local GPU pipeline that voices each post in English and Danish across four open TTS models – some via Docker for Linux-only models.

NEXT.JSFASTAPISUPABASE

● BUILDING

Loan Timeline Dashboard
A Danish loan visualiser – stack your loans on a timeline, see budget highs and lows, plus AI advice on restructuring.

NEXT.JSCLAUDE API

● BUILDING

Writing Canvas
A node-based infinite canvas for non-linear writing – branch the plot, then reading mode stitches the active path into prose.

REACT FLOWTIPTAP

● TOOL

UX Nordic Slides
A React talk-deck framework whose motion is driven by After Effects animations, rendered and synced frame-accurately to each step.

REACTAFTER EFFECTSLOTTIE

● TOOL

Lego House Website Docs
A brand & design documentation site – the system, written down and made shared.

STATIC SITE.NETLIFY

● PLANNING

AI Studio
A canvas-based multimodal AI workspace – edit and link every type of media into one large multimodal AI engine.

NEXT.JSTLDRAWSUPABASE

● WRITING

Engine of Intelligence
120 pages into a book on what the invention of the combustion engine teaches us – successive waves of innovation, mapped onto AI today.

LONG-FORM

● BUILDING

Netflix Graphics Production Manager
A personal dashboard for managing high-volume Photoshop title-treatment work – ~700 Netflix titles and growing, each tracked through its production pipeline, with a wall-mounted kiosk view of live status.

WEB DASHBOARD

PIPELINE TRACKING

Surveyed from ~/Documents/GitHub · nights, weekends, and the occasional 2am rabbit hole. all piloted, none outsourced.

Thinking out loud

14 MAY 2026

The future of AI vs Human code
The advantage isn't adopting AI tools – it's the architecture, feedback loops and adaptability to move with the curve.

22 MAR 2026

SaaS is losing its grip – then what?
AI makes custom software faster & cheaper than subscriptions – but shipping code isn't shipping a product.

25 MAR 2026

Flaws in AI Development Are Mostly a Context Issue
Most deficiencies stem from context gaps, not AI limits – the same root cause as misalignment in human teams.

05 MAR 2026

The real bottleneck is clarity at speed
The harder question isn't which model – it's what operating model we redesign around agentic AI.

23 JUN 2025

Agentic AI Product Model

Replacing subjective meetings and gut feeling with agents that continuously align strategy, needs, priorities and development.

21 APR 2025

Why Leave Culture to Chance?

Culture is the invisible force driving everything – yet most organizations still leave it to chance.

07 CAREER

1981 → today

26 years, abridged

Feb 2023 → now

AARHUS, DK

Trifork — *Product Design Lead · Human Factors*

Delivered LEGO House's full digital-ecosystem redesign; now focused on AI-led product innovation across sectors – computer vision for industrial automation & sports tech, MCP workflows, and LLM+RAG acceleration.

2018 → now

SUBCONTRACT ·
REMOTE

Netflix — *Freelance Design Subcontractor*

Seven years as a freelance subcontractor on Netflix design work – a long-running engagement run in parallel with full-time roles.

2022 - 2023

Playable — *User Experience Lead*

Improving product experience for customers and end users. Mentorship and stakeholder management at the centre of the daily work. (formerly Leadfamly)

2020 - 2022

Knowit — *Senior UX Consultant*

External UX lead on Arla's cooking, meal-planning and commerce tools – UX, UI & PO. Research, testing and design.

2016 - 2021

Salling Group — *UX Manager / Lead*

Acting head of UX across Bilka, Føtex & Netto – and part of the start-up of one of Denmark's largest digital ventures: a 500M DKK bet, built from nothing to everything. Bilka.dk, Bilka ToGo, Føtex Plus, BR.dk, Wupti, Scan&Go. Strategy, research, IA, design direction, design sprints & PO.

2016

Duckwise ApS — *Senior UX Designer*

LEGO, Bilka, DR Ramasjang – concepts, prototypes and the LEGO Boost robot interface. PO on the LEGO product pipeline.

2014 - 2015

Funday Factory — *Senior UX Designer*

Designed CodeBot (learning game), TV2 Juleønsket, the DR Ramasjang app and Hama Universe. Owned the sprint backlog.

2014 - 2015

3D Realms / Interceptor — *UI & Interactions Designer*

Bombshell (Xbox / PS4 / Steam) – main menu, HUD and popup elements (Scaleform).

2014	Sculpto ApS — <i>Board member</i> Kids-first 3D-printer startup – board member plus app & packaging design.
2009 – 2014	No Zebra — <i>Senior UX Designer</i> LEGO, DR, B&O, Arla, Grundfos, BoConcept, Toms – websites, games, motion graphics and animation.
2008 – 2009	Molamil — <i>Lead UX Designer</i> Coca-Cola Nordics, 3 Mobile, PFA, Alm. Brand, GSK – websites, motion graphics and ad campaigns. (now Manyone)
2006 – 2008	Wunderman Thompson — <i>Senior UX Designer</i> Coca-Cola, Microsoft, 3, DSB, DFDS, Ford – corporate & product sites, games and campaigns. (now VML)
2004 – 2006	Young & Rubicam — <i>UX Designer</i> Digital division "Emerge" – designed, animated & coded 12 sites for Coca-Cola Nordics, plus work for Microsoft, 3, DSB, DFDS & Ford.
1999 → active	Thonbo.com — <i>UX / AI Consultant & Speaker</i> Independent consulting and conference speaking throughout – UX Nordic, UX Connect, JBoye (×4), Mærsk, Norlys, Universal Robots, Jyske Bank.
1981 → roots	Thonbo Reklame — <i>Grew up in the studio</i> Raised inside my mother's design agency, with clients like Magasin, Illums Bolighus and Royal Copenhagen. Design was the family trade long before it was a career.

08

CAPABILITIES

years of practice

The spec sheet

Digital Interaction Design / UI	25 yrs	Agile methodology · PO	15 yrs
Animation	14 yrs	Programming	11 yrs
Public speaking	7 yrs	UX Research · Qual / Quant · CRO	10 yrs
Motion graphics	7 yrs	Design Systems · Figma > Storybook > npm	6 yrs
3D modelling & rendering	5 yrs	Workshop facilitation + Design Sprints	7 yrs

TOP SKILLS

DESIGN LEADERSHIP

AGENTIC ENGINEERING

UI DESIGN

AI READY DESIGN SYSTEMS

UX RESEARCH

OOP

TECH STACK + INTEGRATIONS

ANIMATION + MOTION GRAPHICS

09 SPEAKING & COMMUNITY

talks · teaching

On stage & off

Design systems are AI inputs now. Structure, metadata and clarity matter more than ever.

TALK · UX NORDIC · AI & DESIGN SYSTEMS

From designing interfaces to designing systems both humans and AI can build from. Tokens, rules and constraints are the leverage. Structure reduces drift. Machine-readable design is no longer optional. Built with React animated slides · Figma · Storybook · Markdown

The agentic operating model

Why the real bottleneck is clarity at speed – and how product organizations bend themselves around where AI is clearly heading.

What the UX Books Don't Teach

Trust, influence and momentum in product organisations – the skills that actually move UX work forward when you don't control the roadmap.

Motivational design

Flow theory, intrinsic motivation and gamification that actually retains – lessons from games applied to products and loyalty.

Why leave culture to chance?

Culture as the invisible force behind every product outcome – and what happens when you design it on purpose.

STAGES

UX NORDIC

UX CONNECT

JBOYE CONFERENCE ×4

MÆRSK

NORLYS

UNIVERSAL ROBOTS

JYSKE BANK

DR

spend.log

10 PERSONAL AI STACK

I spend €260 a month on AI tools and services. Out of my own pocket.

TOOLS & SERVICES

CHATGPT PLUS

CLAUDE CODE MAX

TERMINAL

ELEVENLABS

RUNWAY

MIDJOURNEY

PHOTOSHOP

ILLUSTRATOR

AFTER EFFECTS

3DS MAX

V-RAY

FIGMA

UNITY

LOTTIE

STORYBOOK

GITHUB

JIRA

WISPR FLOW PRO

OBSIDIAN

MIRO

AZURE

GEMINI PRO

NETLIFY PRO

SUPABASE PRO

DRONES

3D PRINTING (FDM+RESIN)

ARDUINO

RASPBERRY PI

NODEMCU

VR

LOTS OF LOCAL MODELS ON MY RTX 4080

11 LET'S TALK

Let’s turn complex AI capability into usable creative tools.

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PORTFOLIO thonbo.com	WRITING blog.thonbo.com	INSTAGRAM @thonbo

Based just outside Aarhus, Denmark – with my wife (Lead UX at Vestas) and our 3 sons. Most evenings you'll find us at a board or computer game.

You never get too old to play, but you get old if you stop playing.