

Contact

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(LinkedIn)
gejl.com (Company)

Top Skills

User Experience
Product Design
Web Design

Lasse Gejl

Product designer / builder. Co-founder of GoMore.
Copenhagen, Capital Region, Denmark

Summary

I help companies big and small create lovable digital products that impact business and delight customers.

Previously, I co-founded car sharing platform GoMore, and did corporate innovation in curious organizations.

I can help you:

- Design and build desirable products that meet business objectives
- Add a strong product culture dimension to your company
- Get your idea from concept to live, and establish product-market fit
- Develop digital SWAT teams that build killer products
- Become smarter with hands-on startup advice and inspiration

My services come in different flavors depending on your needs:

- Consulting
- Design/code
- Advisory board
- Co-founding
- Investment

Please get in touch if you believe my skills can bring value to your latest or greatest challenge:

<https://gejl.com>

Blurbs:

<https://twitter.com/gejl>

Rants:

<https://medium.com/@gejl>

Experience

RE:

Venture Developer

August 2023 - Present (1 month)

Copenhagen

Internal productification galore + clever application design and commercial advice for clients.

Supergejl

Owner

March 2016 - Present (7 years 6 months)

Copenhagen

- Consulting
- Design/code
- Advisory board
- Co-founding
- Investment

PNO

3 years 6 months

Head of Product @ PNO Ventures

January 2019 - April 2022 (3 years 4 months)

Copenhagen

PNO Ventures is a small innovation hub within PNO Rental. We build tech solutions that grow customer value in our core business while making sure we thrive longterm in the rapidly changing freight industry.

Product Lead

November 2018 - December 2018 (2 months)

Disrupting the freight industry one trailer at the time.

Flaym

Founder

February 2017 - July 2021 (4 years 6 months)

Flaym is a friendly community of psoriasis warriors. A place to talk truth, share secrets and get swift feedback from people who understand psoriasis. Originally build for LEO Innovation Lab, but back on my hands since October 2019 as a sparetime project / expensive hobby. Closed and turned into FB-group only community in July 2021.

YourLocal

Board Member

October 2016 - July 2021 (4 years 10 months)

Investor & Board Member.

LEO Innovation Lab

Product Designer

May 2016 - August 2018 (2 years 4 months)

Copenhagen

Creating delightful digital products that effectively impact the day-to-day life of thousands of people living with a skin disease. My job was to swiftly spark, test and bring innovative concepts to market.

GoMore

Co-founder/CPO

June 2011 - March 2016 (4 years 10 months)

Copenhagen

One stop car-sharing solution helping millions of members in Denmark, Spain, Sweden, Norway and Finland share cars in simple ways. A unique combo of ridesharing, P2P car-rental and car-leasing.

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Webdesigner

January 2004 - March 2014 (10 years 3 months)

Aarhus/Copenhagen

10 years of superb websites and applications.

Selected clients:

eBay, Delta, Trifork, Klean, MediaWatch, Version2, Lokalebasen, CBS, GoPublish, Kvadrat, Journalisten.dk, Nordija, Scenario Magazine, Videnskab.dk, Børn i Byen, Alpentravel.

Mailr.dk

Owner

September 2011 - March 2013 (1 year 7 months)

Effective newsletter software.

Anybite

Co-founder

2009 - December 2011 (2 years)

Building a search engine for food. Right timing but poor execution.

Education

Aarhus Business School

Marketing Economist, Marketing, Sales, Economics,
Entrepreneuership · (2000 - 2002)