

EVAN THORESEN

thoresenevan@gmail.com | [linkedin.com/in/evanthoresen/](https://www.linkedin.com/in/evanthoresen/) | evanthoresen.com

UX DESIGN & MARKETING PROFESSIONAL

UX designer and marketer helping companies deeply understand their customers and build user-centric solutions and strategies that drive growth. Demonstrated success leading cross-functional product and marketing teams to design, build, and scale impactful solutions.

AREAS OF EXCELLENCE

UX Design	Customer Experience	Marketing
User Research	Journey Mapping	Strategy
Wireframes	Figma	Cross-Functional Collaboration
User Flows	Product Management	User Testing

PROFESSIONAL EXPERIENCE

THORESEN CONSULTING, Washington, DC 2023 to present
Thoresen Consulting is a marketing and design consultancy that helps organizations deeply understand their customers. We develop communications that resonate and experiences that drive growth.

Founder, Director

Clients: American Medical Women's Association, The Cape School of Art, Health Futures Consulting, Healthy Winds

ROYAL NORWEGIAN EMBASSY, Washington, DC 2023
The Royal Norwegian Embassy is the official diplomatic mission to facilitate and strengthen bilateral relations, promote trade, cultural exchange, and provide consular services for Norwegian citizens in the U.S.

Communications and Administration Coordinator

Coordinate communications promoting tourism in Norway and embassy events. Manage meetings between external visitors and diplomats.

INZPIRE.ME, Oslo, Norway 2019 to 2023
inzipire.me humanizes marketing by connecting content creators and brands to tell impactful stories through engaging content. inzipire.me's end-to-end influencer marketing platform streamlines collaborations so that creators and brands can execute stellar campaigns.

UX Designer, Growth Manager

Appointed by CEO to validate and scale Talent Agency Solution, inzipire.me's newest product offering for influencer talent agencies. This first-of-its-kind solution allows talent agencies to manage collaborations with brands on behalf of their managed creators/influencers and track their channel data and insights. Led cross-functional teams across product, marketing, and customer success to develop new features and acquire customers across international markets. Managed full product development lifecycle for Talent Agency Solution while also responsible for UX efforts i.e. user research, journey mapping, wireframes.

- Led product teams to research, conceptualize, design, and ship new features and product improvements:
 - Increased new user signups 50% over 2 quarters by redesigning signup and onboarding flow.
 - Reduced support tickets 40% by creating account management dashboard.
 - Increased email engagement 12% by redesigning system email notifications.
- Developed go-to-market strategy for international expansion.
- Scaled product from concept to 7 international markets, generating 1/3 of platform GMV.
- Leveraged account activity data to identify user flow bottlenecks; implemented product tours via Intercom to decrease onboarding times and boost engagement.
- Led new feature marketing launch campaigns and post-launch retrospective workshops.
- Defined quarterly and yearly product and marketing strategies, setting OKRs and KPIs.
- Coordinated updates to help center articles.

UNCONVENTIONAL DINER, Washington, DC 2017 to 2018
Unconventional Diner is an industrial-chic bistro & bar serving upscale fare, coffee, cocktails, wine, and beer. The restaurant was opened in 2017 by Chef David Deshaies.

Server, Bartender

Brought on by co-owner as member of restaurant's opening staff. Consistently led servers with highest nightly sales.

NRV VC, Richmond, VA 2017
NRV is a venture capital firm originally focused on igniting and advancing innovation in local Virginia-based ventures with high growth potential. As the firm grew, so did NRV's geographic focus and the opportunities for investors in NRV's network which now manages a \$33 million early-stage growth fund.

Marketing and Business Development Intern

Collaborated with partners on evaluating potential investment opportunities. Conducted competitive landscape and market research and wrote reports for partners. Led projects to develop a pre-screen diligence template to manage the beginning of the deal funnel effectively and revise venture scorecard; helping partners to more effectively evaluate prospects.

Previous Experience: ResQ LLC as Co-Founder, Head of Marketing and Business Development; Zoozil Media as Marketing Intern; Green Applications as Assistant Manager

ACCOMPLISHMENTS

Google UX Design Professional Certificate (6 months)	2023
2nd Place – VCU's Entrepreneurship Capstone Competition (Article)	2017
1st Place – VA Entrepreneurial Challenge (Article)	2016

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY , Richmond, VA B.S. in Business Administration and Management, <i>cum laude</i> Certificate in Entrepreneurship and Venture Creation	2015 to 2017
UNIVERSITY OF NORTH CAROLINA ASHEVILLE , Asheville, NC B.S. in Business Management, Entrepreneurship (transferred)	2013 to 2015