

# Soren Iverson

Founder of Iverson - A full-service design consultancy

44k followers • [View Profile](#)

**3**

POSTS / WEEK

**4 PM, UTC**

MAIN POSTING TIME

**170**

AVG REACTIONS

5 comments

**3%**

CALL-TO-ACTION

FREQUENCY

## #1 SUCCESS FACTOR

They turn everyday work pain points into “this app should add this feature” jokes that are instantly understood from one sentence and one believable screen. That same skill (clear, taste-forward interface thinking) carries straight into real client work posts and then into a profile that proves they can ship for serious brands, so the content entertains, builds trust, and sells without hard-selling.

## FORMAT BREAKDOWN

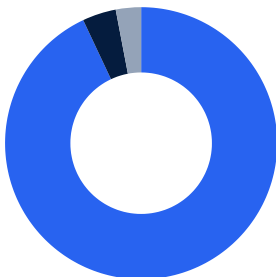


Image	93%	160 avg reactions
Video	4%	770 avg reactions
Text Only	3%	220 avg reactions

## 7 Tactics You Can Steal

01 [Start with one short “this app should add this” line](#)

02 [Make a fake screen that looks real at first glance](#)

03 Hide the punchline in button text and tiny labels

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04 Pick targets people use at work, not random fun apps

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05 For real projects, open with a relatable problem before listing work

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06 Tell the "messy middle," not just the polished final answer

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07 Keep calls-to-action rare, and make them boringly clear

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# 7 Tactics You Can Steal

## 1 Start with one short “this app should add this” line

Nearly every one of their biggest posts starts with a single, plain sentence that reads like a feature request, then lets the visual do the rest. This works because people understand it in one second and can share it without explaining anything. The proof is in the extremes: the best-performing post in the dataset hits 24.09x relative engagement using this exact setup. To copy it, write one sentence that names a familiar product and the “feature,” then stop—no extra paragraphs.

[Example 1 →](#)[Example 2 →](#)

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## 2 Make a fake screen that looks real at first glance

Their core format is a screenshot-style mock that feels believable enough to trigger the reaction “wait... is that real?” That realism makes people stare longer, send it to coworkers, and jump into the comments with stories. This approach powers the account at scale: satirical interface concepts make up 89 of 98 posts (90.82%). To do it, copy the exact layout people know (a meeting invite, a chat, a profile), then add one small twist that changes the meaning.

[Example 1 →](#)[Example 2 →](#)

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## 3 Hide the punchline in button text and tiny labels

Several of their best posts don't rely on a long caption—the funniest part is in the small UI words like buttons, labels, or replies. This works because viewers “discover” the joke by reading the screen, which keeps them on the post longer and makes the image shareable by itself. You can see it clearly in multiple top performers where the button choices or small labels carry the whole punchline. To copy it, write normal-looking UI text first, then swap one or two micro-lines for the joke.

[Example 1 →](#)[Example 2 →](#)

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## 4 Pick targets people use at work, not random fun apps

The highest-performing satire is aimed at workplace tools and “work identity” platforms people already have feelings about. The numbers are clear: Google-themed concepts average 3.05x engagement across 13 posts (and include the 24.09x peak), while Spotify jokes average 0.81x (5 posts) and finance/brokerage/payment jokes average 0.79x (6 posts). This works because people can instantly relate and have their own story to add. To copy it, list the tools your audience uses weekly (meetings, chat, hiring, docs) and brainstorm one annoying moment per tool.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

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**5****For real projects, open with a relatable problem before listing work**

Their strongest project posts start with a problem everyone recognizes, then quickly explain the solution and what they built (brand, website, product), often supported by video. This works because it earns attention from people who don't care about the client yet, then uses clear deliverables to prove the work is real. Video is a huge edge here: only 4 of 98 posts are video, but they average 5.64x relative engagement (versus ~1.4x for images/text). To copy it, write a first line about the problem, add one sentence about the "fix," then bullet what you delivered and who you partnered with.

[Example 1 →](#)[Example 2 →](#)**6****Tell the "messy middle," not just the polished final answer**

One of their best-performing client stories explicitly shows how ideas changed over time instead of presenting a perfect before-and-after. This works because people trust work more when they see real decisions, trade-offs, and discarded directions. It also invites higher-quality comments from other builders who've been through similar pivots. To copy it, share 2–3 directions you explored, say what changed your mind, and explain the new focus in plain words.

[Example 1 →](#)[Example 2 →](#)**7****Keep calls-to-action rare, and make them boringly clear**

They almost never ask for anything directly: only 3 of 98 posts (3.06%) include an explicit call-to-action, and those CTA posts average slightly fewer interactions (246.33) than non-CTA posts (280.17). When they do ask—mostly for hiring—the best version is simple and direct (role + bullets + how to apply), which beats a values-first lead-in inside hiring (2.31x vs 0.38x). This works because it protects trust: most posts feel like fun or proof, not ads. To copy it, keep 95%+ of posts "no ask," and when you must ask, put the instructions at the end in one line.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)

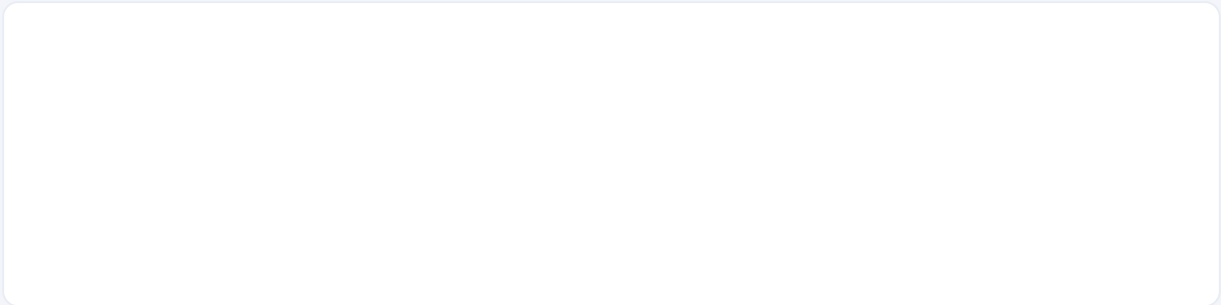
# Profile Breakdown

## HEADLINE FORMULA

**Founder of Iverson - A full-service design consultancy**

Founder/owner signal + brand anchor + plain service category. Example structure: "Founder of [Company] – a [clear service type]." It works because it tells people (1) you're the decision-maker, (2) what to hire you for, and (3) that you're a real business, not just a creator.

## BANNER STRATEGY



High-end minimalism: a pure white/blank banner with no text. It works as a "taste and confidence" signal when your feed and About section already provide proof; it forces attention onto the profile photo, headline, and portfolio posts, but it does not help with clarity or a direct call-to-action.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
<b>Workplace and platform interface satire (believable UI jokes)</b>	88%	<p>This is the engine of the account: 89 of 98 posts (90.82%) are satirical interface concepts and still average about 1.42x relative engagement overall. The biggest spikes come from workplace/productivity targets, especially Google-themed concepts (13 posts averaging 3.05x and including the 24.09x peak) and LinkedIn-themed concepts (6 posts averaging 1.96x). What tends to lag is consumer entertainment and finance parody: Spotify concepts average 0.81x (5 posts) and finance/brokerage/payment concepts average 0.79x (6 posts).</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Client work and project launches (show what shipped)</b>	6%	<p>This pillar is small (about 5.1% of posts) but hits far above its weight: it averages about 5.10x relative engagement. Video is a major amplifier for "real work" because video posts (4 of 98) average 5.64x relative engagement versus 1.44x for images (91 of 98) and 1.42x for text-only (3 of 98). The pattern that wins is giving enough context (what it is, what you built, who you worked with); vague, low-context teasers underperform even inside this pillar (the least specific example sits around 1.03x).</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Hiring and recruiting (roles at Iverson)</b>	3%	<p>Hiring CTAs are rare (3 of 98 posts; 3.06%) and, in this sample, slightly underperform on engagement: posts with CTAs average 246.33 total interactions vs 280.17 without. Within hiring, the most direct "we're growing / here's what we need / apply here" style performs far better (2.31x) than a values/philosophy-first lead-in (0.38x). The lesson: when the goal is applications, clarity beats cleverness.</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>
<b>Credibility and founder story (recaps, career)</b>	3%	<p>This is a small slice of output (about 1.02% explicitly labeled as reflection in the dataset), but it can work when it's packaged as a concrete recap of what happened or what shipped (one</p>	<a href="#">Post 1</a> <a href="#">Post 2</a> <a href="#">Post 3</a>

PILLAR

%

WHAT CRUSHES

EXAMPLES

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**moments,  
company updates)**

year-in-review style post lands around 1.40x).  
The highest-performing version of this theme blends a personal "here's what changed for me" story with a scannable list of specific, verifiable work so people can instantly grasp scale and legitimacy.

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# Conversion Strategy

## Their Offer(s)

Iverson — a full-service design consultancy (product, web, brand, and marketing design).

Hiring / recruiting for Iverson roles

## How They Promote in Posts

Explicit calls-to-action are rare (3 of 98 posts; 3.06%) and almost entirely hiring-focused, usually placed at the end with simple logistics like “Link to apply in the comments.” In this sample, CTA posts average 246.33 total interactions vs 280.17 for non-CTA posts, so the account’s growth is not driven by frequent asks. Within hiring, the clearest, most direct role-first post performs much better than a philosophy-first lead-in (2.31x vs 0.38x).

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile sells through clarity and proof rather than a direct CTA: the headline names the consultancy, the About section stacks services + a distinctive creative angle + heavy credibility (shipped work, big brands, press, awards), and the Featured section spotlights a real project post as portfolio proof. The banner is intentionally blank and premium-feeling, but it does not add an offer, link, or “what to do next,” so conversion relies on visitors reading the About section and browsing project posts rather than clicking a booking link.

[View Profile →](#)

# Top 10 Posts

1



## Google Meet show how late people will be based on meeting history

A satirical product idea suggesting a meeting app should predict how late each attendee will be, based on their past behavior. The humor is delivered through a believable meeting invite-style mock that labels attendees by expected punctuality. It turns a common workplace frustration into a “why doesn’t this exist?” feature.

♡ 3945    💬 189    ↻ 46

2



## We've all been on hold before.

A client/project post introducing a “personal AI phone assistant,” opened with relatable examples of time wasted on hold. It quickly explains the product promise and then states that Iverson partnered with the team to build the brand identity, website, and product. The attached video makes the work feel tangible and shipped.

♡ 1985    💬 73    ↻ 21

3

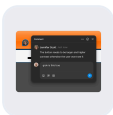


## It's not every day you get to make a website for space lasers (okay, more like optical transceivers, but still).

A project share for a technical hardware company, framed with a playful line that quickly clarifies the real category. It explains that Iverson designed the website and created rendered visuals of the product. The post also ties the work to a bigger story about rebuilding manufacturing capacity.

♡ 981    💬 54    ↻ 12

4

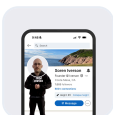


## Figma Grok integration

A minimalist satire post imagining an AI integration inside a design feedback thread. The mock shows normal-sounding design critique, then a reply that asks the AI to validate the claim. It pokes fun at how quickly teams outsource judgment to tools.

♡ 646    💬 9    ↻ 8

5



## LinkedIn show user height

A parody of a professional profile screen that adds one absurd extra data point: the person’s height. The mock looks like a real mobile profile, making the twist pop immediately. The joke is about how platforms can turn anything into a status signal.

♡ 608    💬 38    ↻ 3

6



## A bank for the next 100 years.

A behind-the-scenes look at building a bank’s identity and product experience, framed with an ambitious, long-term goal. It describes exploring many visual directions before shifting focus toward what the product enables, and it credits key partners. The post is intentionally about the evolution of ideas, not just the final polish.

♡ 556    💬 44    ↻ 13

7



### LinkedIn one click apply to all the jobs

A satire mock of a job platform prompt that offers to apply to millions of jobs at once. The dialog includes two button choices that add personality and underline the absurdity. The whole joke is contained in one fake modal screen.

♡ 489    💬 25    ↻ 2

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8



### In 2017 I started using a new design tool called Figma.

A personal story about adopting a tool that changed the creator's career, followed by a large, scannable list of major partnerships and deliverables completed with that company. It includes high-visibility outcomes like public campaigns and large-scale activations, plus gratitude to collaborators. The visuals show real-world placements that make the work feel undeniable.

♡ 488    💬 17    ↻ 3

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9



### Workday literally fight for your job

A parody concept that takes the phrase "fight for your job" literally and turns it into a workplace software feature. The mock uses a game-like popup with opponent "stats," making the scenario vivid and ridiculous. It satirizes how stressful and dehumanizing workplace systems can feel.

♡ 463    💬 23    ↻ 4

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10



### Slack convert messages to 5th grade reading level

A satirical messaging app feature that "simplifies" workplace messages, demonstrated with a high-stakes example about layoffs. The mock includes a label indicating the text was translated "for simplicity," which is where the satire bites. The post critiques how corporate language can flatten serious human impact.

♡ 460    💬 16    ↻ 2

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