Daniel Kemery

End-to-end digital product designer

I lead product teams through fast, Lean projects

'Nail the basics' describes my last three years. I've been dedicated to learning, applying and understanding design process, and building myself as a product designer.

I wanted to find my voice through experience, not articles. This meant leading workshops, discussions, projects and defining new products. It meant teaching and mentoring a team who are just as curious about design and its impact.

I've had a lot of trial and error building and launching products, because I love being involved from the start. 'Nail the basics' meant building something from nothing. Scaling it. Then identifying improvements in the product, and our process. These puzzles fascinate me, and I hope to solve them for the foreseeable future.

This next phase of my design life defines 'focus.' Focus doesn't mean a lack in basics, it means perfecting what works.

Focus: on whole ideas and not just those living in the digital space. I've spent five years designing for screens, and as tech becomes more connected I'm focusing on a holistic approach.

Focus: on skills I've put aside to 'nail the basics.' Skills that further deepen experiences between products and users like digital marketing, customer experience and print design.

Focus: on developing new skills I've learned. Developing better layout designs, writing cleaner code and decreasing the gap between prototype and delivery. A more personal goal is improving my German to a level where people feel they really know me, even if they don't speak English.

For my next role, I hope to focus on what works. For an environment and team that challenges my understanding of the basics. For questions and puzzles extending beyond 1200 pixel containers.

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I solve business and user needs by creating multi-platform, audience facing products. Recognised experience in leading global, multidisciplinary teams through strategic, data driven projects.

Before Ve Global I taught immersive, weekend and intro UX courses for General Assembly, and co-founded Experience Haus, a design school specialising in hands-on education by pairing students with local start-ups.

Feb 2017 – today

Ve Global

Senior product designer

- Delivered and scaled Platform MVP to 50k+ customers, with iterations containing account creation, navigations, personalisation, responsive web and SaaS
- Conducted research (quant / qual) to priorities user needs and areas for improvement across all flagship products
- Led a multidisciplinary team of 12, consisting of technical architect, full-stack developers, and web / product designers

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Jan 2017 – Apr 2018

Experience Haus

Co-founder / instructor

- Taught 50+ multi-discipline students 'Double Diamond' and 'Lean' methods while pairing them with 50 startups
- Scaled 300%+ ROI in first year
- Hosted three, 70+ audience conferences
- Other select responsibilities: branding, creation of digital / print marketing material and radio host (2,000+ listeners)

Cohaesus | UX designer (contract role)   Nov 2016 – Jan 2017

- Lead UX revamp, and helped strategies and redesign European Parkinson's Disease Association's website based on corporate KPIs and user goals, with 32,250+ monthly unique visitors
- Managed senior stakeholders, agency reps and clients on a consistent basis across multiple projects

Fishbowl | Social media manager, UK   Nov 2014 – May 2016

- Spearheaded Fishbowl's UK initiative within an agile team, culturally adapting US success to UK market
- Developed and executed unique, monthly marketing campaign including visual design, email / social media strategy, copywriting and personalisation for 30+ clients each with budgets around £10,000

Hard skills

- Facilitating Lean UX / Google Sprints
- Leading collaborative workshops
- Synthesising / actioning user feedback
- Identifying risk / technical constraints
- Scoping / delivering MVP products
- Working with development teams
- Creating / using design systems

Soft skills

- Public speaking
- Project planning
- Organisation
- Communication
- Mentorship / leadership
- Stakeholder management
- Prioritisation

Select techniques

- Affinity mapping
- Task analysis
- Usability testing / research
- Experience mapping
- 'How might we' statements
- Code-based prototyping
- Design studio workshops