<u>Daniel Kemery</u> is a process driven, versatile designer combining agile methodology and business strategy to make profitable, user centred products.

I lead Lean, end-to-end projects applying research and usability across: business / product strategy, service design, feature prioritisation, workshop facilitation, wireframing, prototyping, usability testing, and development handover.

Senior product designer at Ve Global   Jan 2017 - Mar 2019

Contributed to Ve's strategic approach by leading the design team and applying user-centred techniques converting customer needs into high-value business solutions.

- Designed, scoped and scaled SaaS MVP to 50k+ customers through iterations, including: new account creation, client multi-account, simplified information architecture, campaign builder, customer personalisation, responsive web and more

- Worked closely with business strategy and product managers to define UX success metrics, team KPIs, beta launch strategies and design principles for all flagship products

- Contributed to Ve's short, medium and long term goals by prioritising and executing key projects within design team based on a thorough understanding of the business strategy

- Led a multidisciplinary team of 12, consisting of technical architects, full-stack developers, product managers and web / product designers

- Minimised the impact of legacy system limitations in new product offerings by strategising and overcoming constraints with offshore / in-house development teams

- Established Ve's global design system ensuring proper application / adoption of all design components within design department

- Evangelised UX by hosting weekly, department-wide stand-ups, monthly commercial / product feedback sessions, design workshops in eight global territories and 'lunch and learn' product design sessions to wider Ve staff

Co-founder at Experience Haus   Jan 2017 - May 2018

Produced and taught a 10-week digital product design course pairing students with local start-ups for a hands-on learning experience.

- Taught multi-discipline students: user research, competitive analysis, affinity and experience mapping, personas, JTBD, user flows, facilitating workshops, ideation, IA, Sketch + InVision 101, wireframing, visual design, and usability testing

- Scaled ROI 300%+ in first year through digital and physical marketing efforts

- Hosted three, 70+ audience design focused conferences in London

- Other: branding, digital / print marketing manager and radio host (2,000+ listeners)

Instructor at General Assembly
Aug 2016 - Feb 2017 (contract)

Helped students learn about the power of design methodology by teaching one / two day bootcamps, one week accelerated UX, three month UX, part time UX and UX 101.

- Mentored 400+ students by teaching key UX software, feeding back on UX processes, one-on-one tutoring, and facilitating constructive team-wide UX / UI design reviews
- Created a workshop series to roadshow all student group ensuring teams had the right foundation of strategic and creative knowledge, resources and expertise

UX designer at Coheasus
Nov 2016 - Jan 2017 (contract)

Led UX and information architecture redesign of European Parkinson's Disease Association's corporate website (32,250+ monthly UV) based on discovered user goals.

- Designed, conducted and analysed A/B tests to inform UI and information architecture iterations based on key UX and stakeholder metrics (i.e. time on site, conversion, etc.)
- Liaised with stakeholders to define briefs, and pushed back when ROI was not justifiable
- Prioritised and solved challenges which helped the wider team move forward in a structured, fast and efficient way
- Conducted quantitative (Google Analytics) and qualitative (user research sessions) research to priorities user needs and areas for improvement for the project's next steps

Senior marketing specialist at Fishbowl
Nov 2014 - May 2016

Developed and executed monthly marketing campaign including visual design, email / social media strategy and copywriting for 30+ clients each with budgets around £10,000.

- Spearheaded Fishbowl's UK initiative within an agile team, culturally adapting US success to UK market
- Develop a focused expertise in Cross Promotional Marketing & Integrated Marketing Campaigns and serve as go-to team member on the subject matter

UX toolbox: problem / hypothesis statements, competitive analysis, personas, HMW's, JTBD, Sprints, experience / affinity maps, usability interviews, Atomic design, pattern libraries, user flows, site maps, rapid ideation, design leadership, interaction design, and MVP definition

Software: Sketch, Webflow, InVision, Marvel, Zeplin, macOS, Google Suite and HTML & CSS

Education
- User experience design, General Assembly, London | 2016
- BSBA (digital marketing concentration), American University, Washington DC | 2014

Online: dk@danielkemery.com / www.danielkemery.com / @danielkemery on social media