zurück an:

Herr
Daniel Kemery
Linienstr. 155
10115 Berlin

Dear hiring manager,

Several years leading design teams, defining / communicating design processes and delivering products positions me well to convert user research into best-in-class solutions.

As Ve Global's Senior Product Designer, I worked end-to-end delivering 'Platform' (the company's first data-driven, customer facing reporting platform) to 50k global users as a fully responsive web solution.

Leading a product team of three, I redefined Ve's design strategy by introducing and evangelising Lean processes. These shorter project timelines emphasised user research over 'business assumptions,' meaning our customer's needs (alongside usage data and business objectives) shaped our product roadmap.

I work cross-functionally alongside product managers, developers, marketers and business analysts. Strong inter-department relationships keep me agile, balancing polished interfaces and new features, with iterating existing information architecture and solutions.

In addition to practicing hands-on design, I co-founded Experience Haus (a London based product design school) and taught end-to-end product design at General Assembly. Years of teaching visual / product design and various UX tactics helps me articulate and communicate the power of design to a wider audience, building confidence in my methodology.

I'm eager to learn from those creating a synchronised customer experience, and excited to share what I've learned along the way.

Looking forward to speaking soon,
Daniel Kemery

<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 by 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

Citizenships and language: German (Deutsch: socially fluent) and American (English: native)

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