

Darryl Feldman

WORKING IS NOT WORK

MORE INFO @ DARRYLFELDMAN.COM

MY SKILLS IN A NUTSHELL

Strategy

Logic

Analytical thinking



Creativity

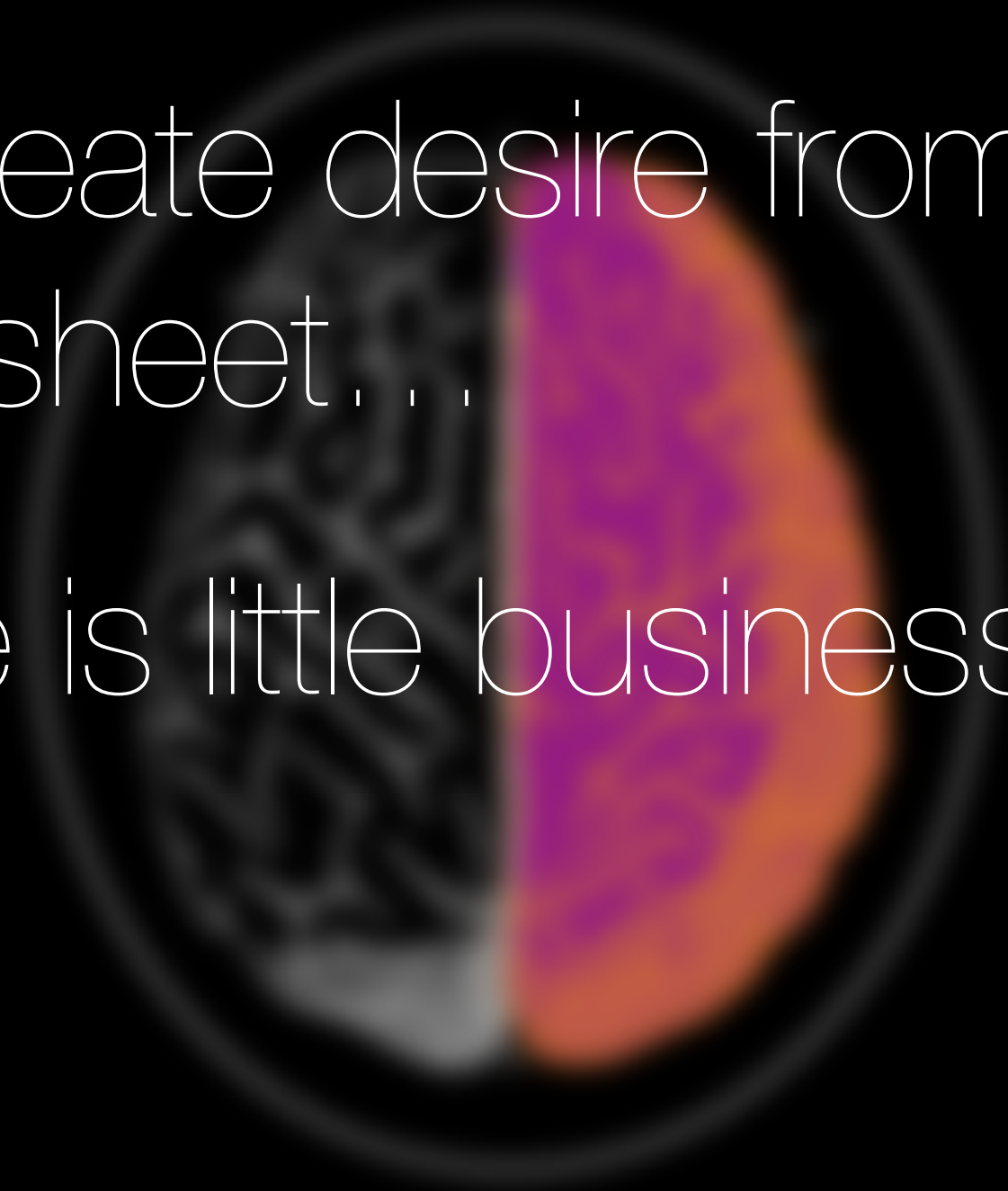
Holistic thinking

Magic

IN A NUTSHELL

You can't create desire from the contents of a spreadsheet...

...and there is little business value in art for art sake.



IN A NUTSHELL

I can join together left **and** right brain
thinking to create transformative products
and services that people love to use and
therefore generate business results.

OVERVIEW

20 years of experience specialising in developing digital consumer products

7 years of product leadership experience working client side, creating mobile apps and web services

9 years creative direction experience working for consultancies and agencies

15 years of experience in building and leading teams of up to 80 people

6+ years of entrepreneurial experience in start-ups developing business plans, products and services.

Particular strengths in developing consumer facing products, end-to-end services and hardware / software ecosystems.

Deep know-how in helping companies transform themselves and disrupt markets using digital technologies.

Experience in getting agile and lean practices up and running.

A TRACK RECORD OF INNOVATION

1994



first UK
multimedia guide
to university

1997



first interactive
train timetable put
online

1999



first major B2C
e-commerce
site

2000



democratising
the art world

2001



online booking
site becomes
#1 in travel

2003



first serious
attempt to get
UK gov online

2006



taking social
media
mainstream

2007



ecosystem for
local indie
brands

2008



cross
platform
content
services

2009



in car
navigation
on a phone

2010



web app
ecosystem

2011



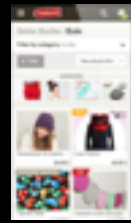
public
transport on
mobile

2012



putting local
business on
the map

2013



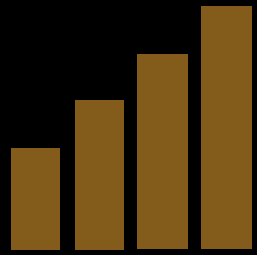
handmade
design
market

2014

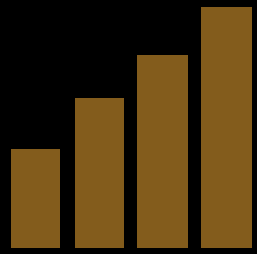


shopping
on the go

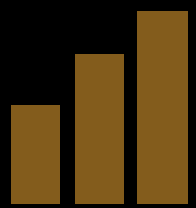
SKILLS



Product ideation and management: Developing new and disruptive product and service ideas – starting with the business case, competitive analysis and user needs through to clear definition of ideas, feature prioritisation and roadmap. Ongoing measurement and analysis of performance against KPI's.



User experience and service design: Creating product experiences that are elegant, intuitive and a delight to use. Designing end-to-end services and apps for every context – desktop, tablet and phone.



Agile product development: Leading and mentoring multidisciplinary / technical teams to deliver outstanding quality results. Incorporating lean best practices to gain competitive edge and time to market. Developing international platforms and products that are relevant in local markets.



Digital marketing: Developing online campaigns, social media, and SEO to build brands. Creating the marketing mechanics to drive traffic, acquire users and bring them back to the product.

MANAGEMENT EXPERIENCE

Leading, managing and motivating multidisciplinary product teams to deliver outstanding results

Deep experience in leading core product teams:

Setting up agile processes

Product management / Product owners

Business Intelligence

Market and user research

UX and visual design

Front and back-end development

Also able to lead marketing:

Performance based online marketing – SEO and SEM

Creative – online advertising and campaigns

Social marketing - Facebook and viral

MANAGEMENT EXPERIENCE

Introducing product-centric & lean culture to organisations enabling them to innovate and disrupt through digital technologies

Building up new teams: sourcing and hiring product & development talent and establishing new agile processes for efficiency and growth

Turning around existing teams: restructuring and transforming established teams to increase performance and motivation. Introduction of agile processes to improve focus and delivery

Internal education & coaching : supporting senior management in decision making and the prioritisation of efforts, cross departmental coaching and collaboration to bake new ways of thinking and doing into the companies culture

WORKING IS NOT WORK

RECENT WORKS

Company: ShopWindoz

Role: founder and managing director



ShopWindoZ: a social marketplace for indie brands

Already in 2006 Berlin was the creative hot spot for designers setting up their own indie labels. However, what was missing was their presence on the internet and the experience of browsing creative products you got when walking around the Berlin streets. The idea of ShopWindoZ was born.

BROWSE SHOPS

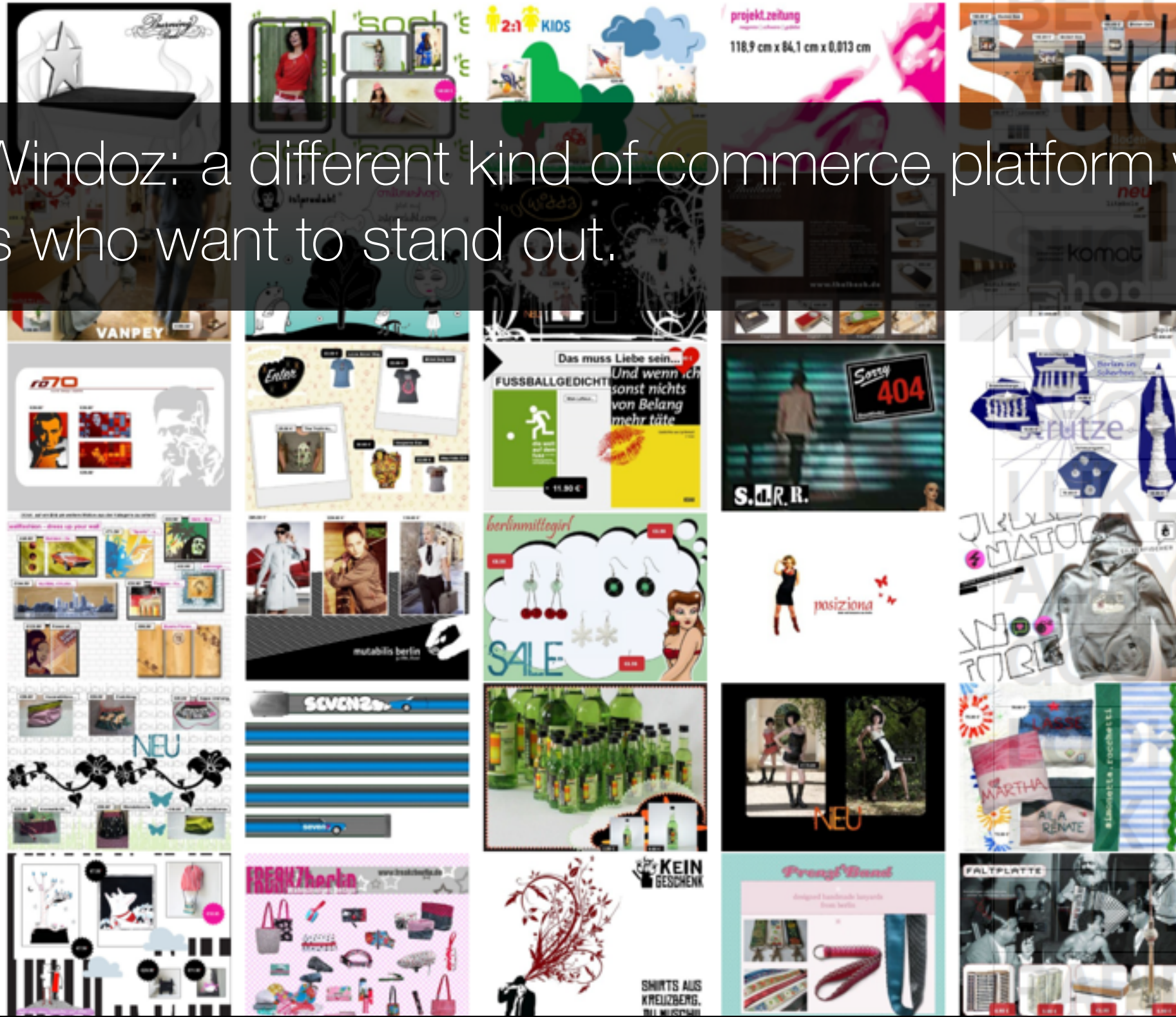
cool art **design** print cartoon necklace acryl silver sixties twiggy mod beat mini dress mary quant a-form courreges vintage steampunk brass chain gift fairy flower
summer shirt berlin fashion style schwarz mode top t-shirt organic guertel neuheit modern exklusiv safety belt

Select Category



Newest Shops

« 1 ... 7 8 9 10 11 »



ShopWindoZ: a different kind of commerce platform with an attitude - for indie brands who want to stand out.

EDIT SHOP WINDOW

SAVE Cancel

(opens in a pop-up window)

HELP

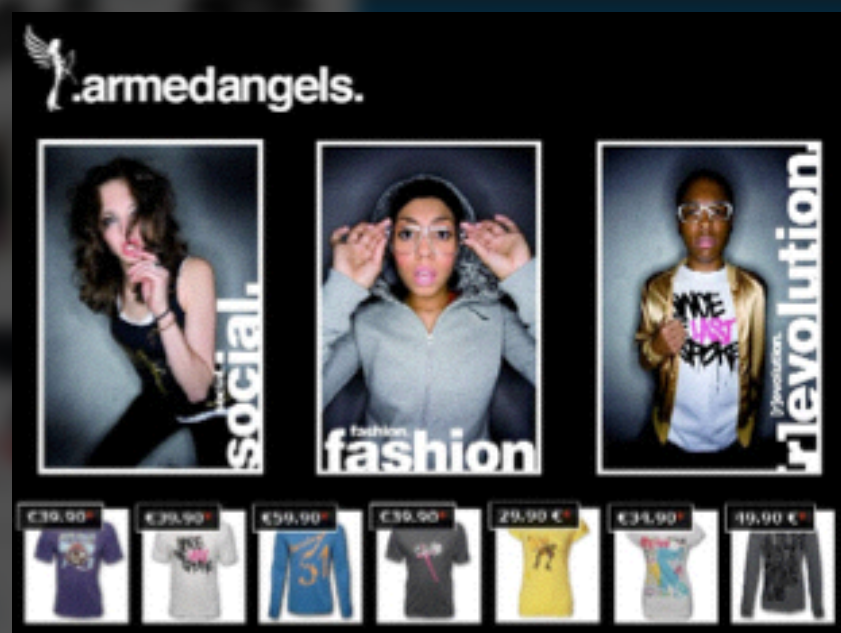
BACKGROUND FURNISHINGS DECORATION TEXT PRODUCTS

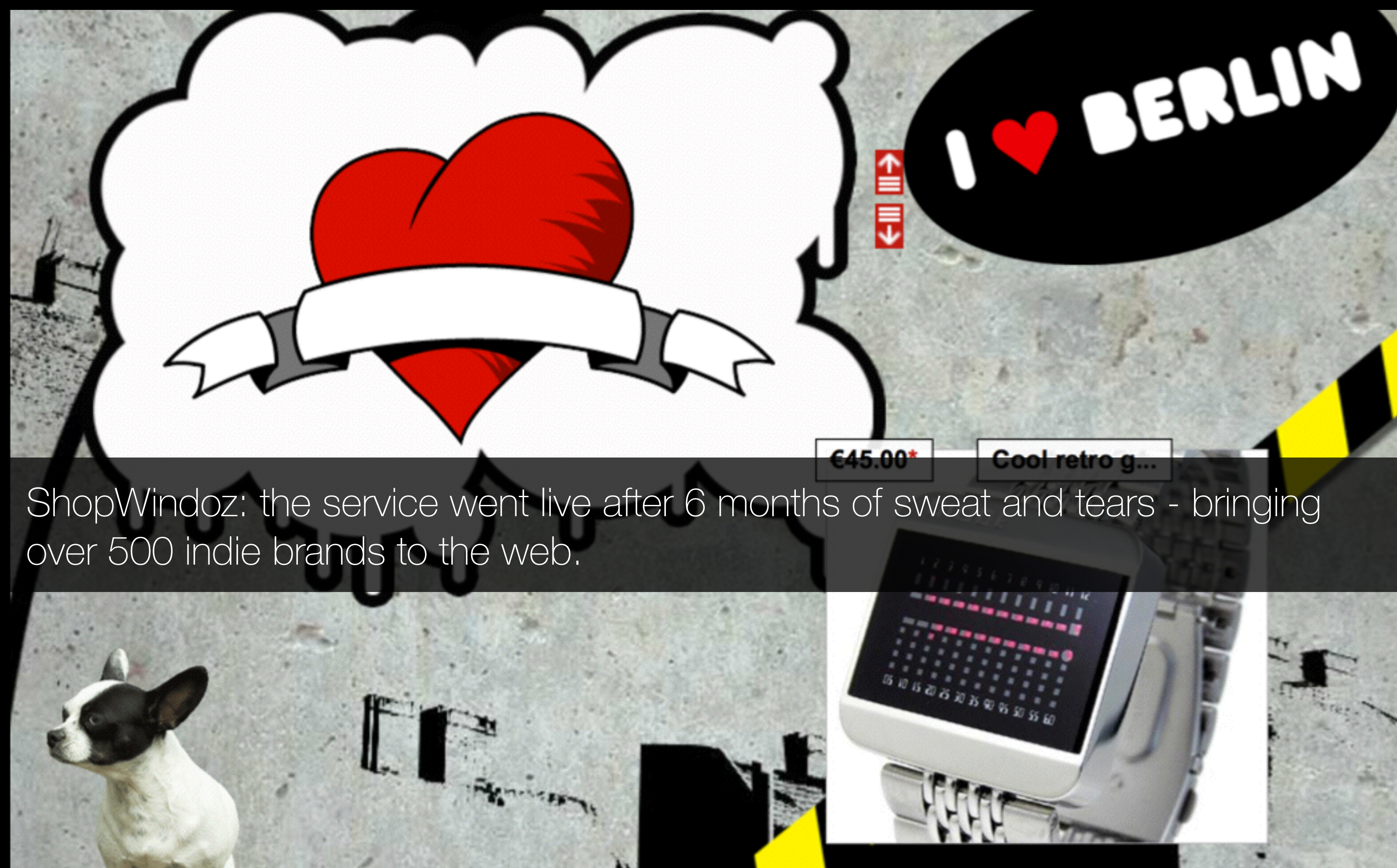
ShopWindoZ: enabling indie designers to build a rich digital presence in a few easy clicks.



cool art **design** print cartoon necklace acryl silver sixties twiggy mod beat mini dress mary quant a-form courreges vintage steampunk bras
summer shirt berlin fashion style schwarz mode top t-shirt organic guertel neuheit modern exklusiv safety belt

ShopWindoZ: digital shop windows express creativity,
uniqueness - and sell.





ShopWindoZ: the service went live after 6 months of sweat and tears - bringing over 500 indie brands to the web.

Company: Deutsche Telekom

Role: head of content services design



A photograph of a crowded train car, likely in Japan, with several passengers. In the foreground, a man with glasses and a black jacket is looking at his smartphone. To his left, another man in a yellow jacket is also looking at his phone. In the background, a woman is wearing large white headphones. On the right side of the frame, a woman in a dark jacket is looking at her phone while holding a brown leather bag. The train car has overhead handrails and a "KGIT" sign on the wall.

CONTENT IN EVERY CONTEXT

I created a new and bold vision for content for Telekom - a cross channel cloud based service that enabled users to access all their content "anywhere, anytime, on any device". Working with the internal teams I led the strategy, concepting and prototyping efforts to create the next generation of content services.



content 2.0: Telekom Mediacenter
cloud based content - accessible everywhere, anytime.

mobile media: player prototypes



mediastream: browser prototype



Company: Nokia

Role: product / UX director for location services

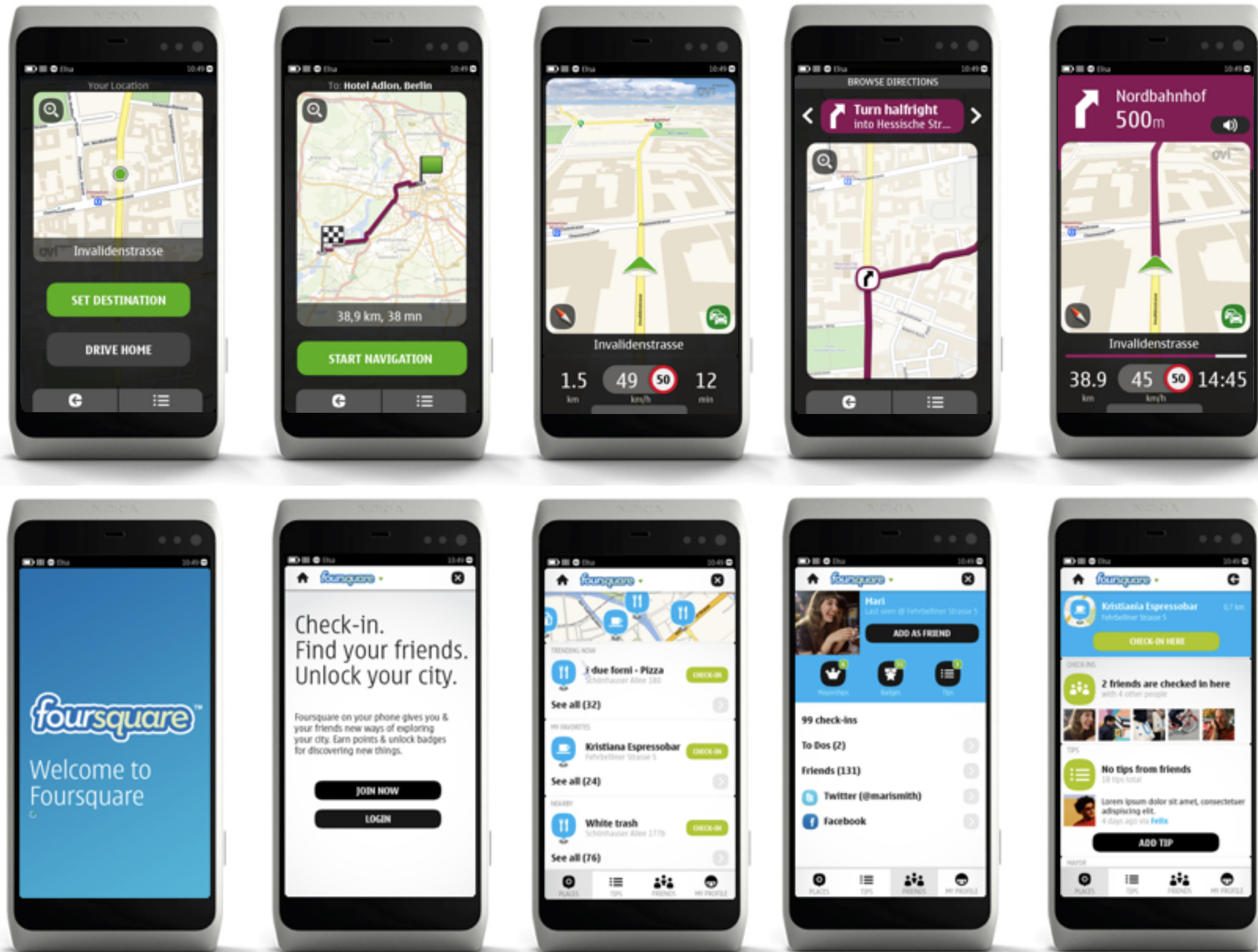
NOKIA



FROM A TO B AND MORE

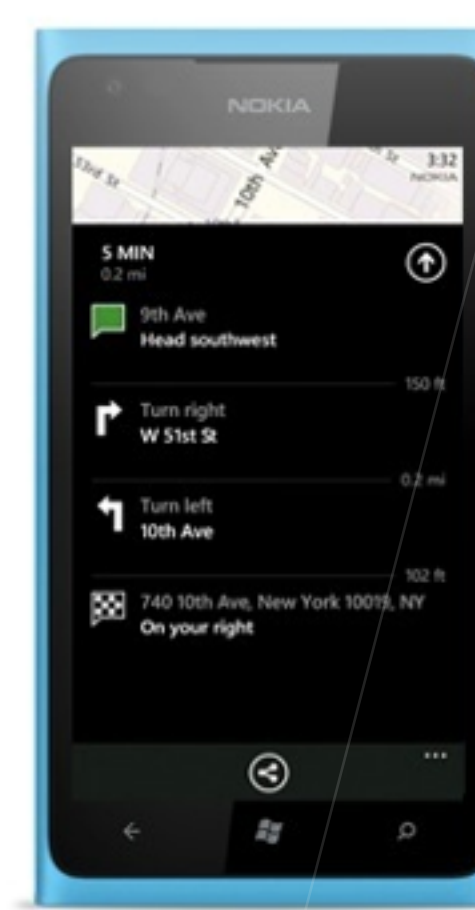
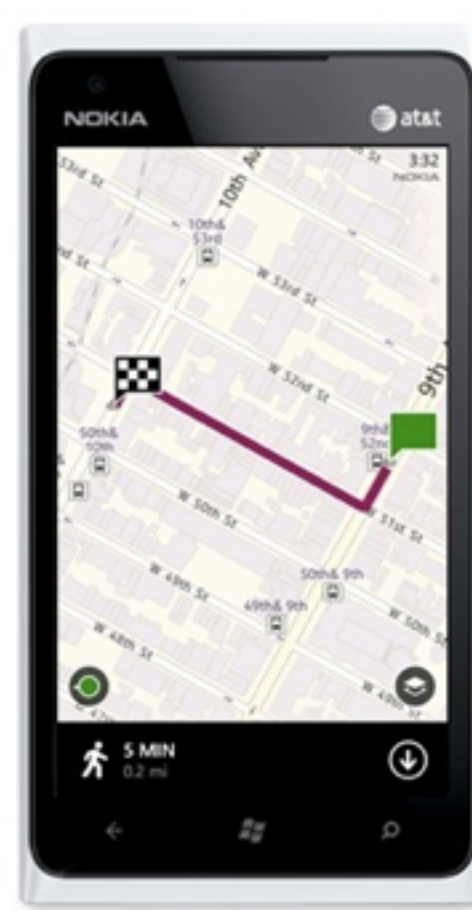
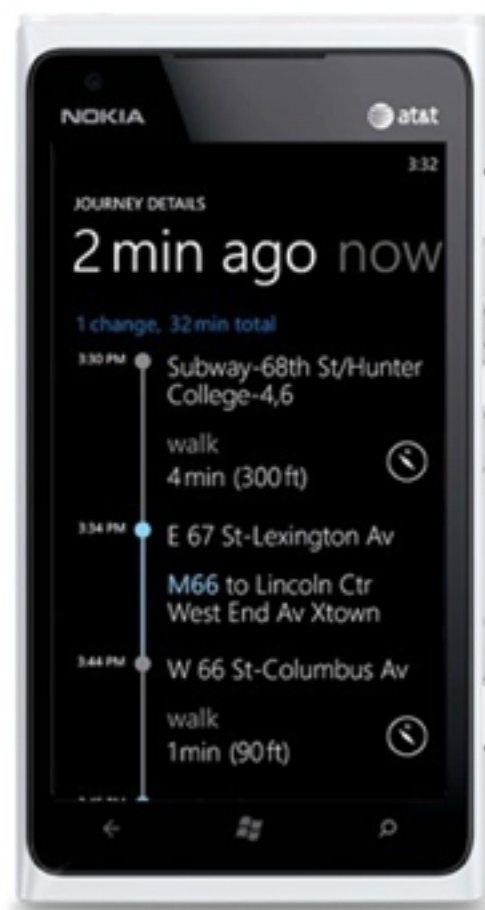
I was head of UX for Nokia location based services, concepting the next generation of services and defining the UI framework and design rules. I was also product lead for a number of services.

mobilising the web: Nokia location based web apps

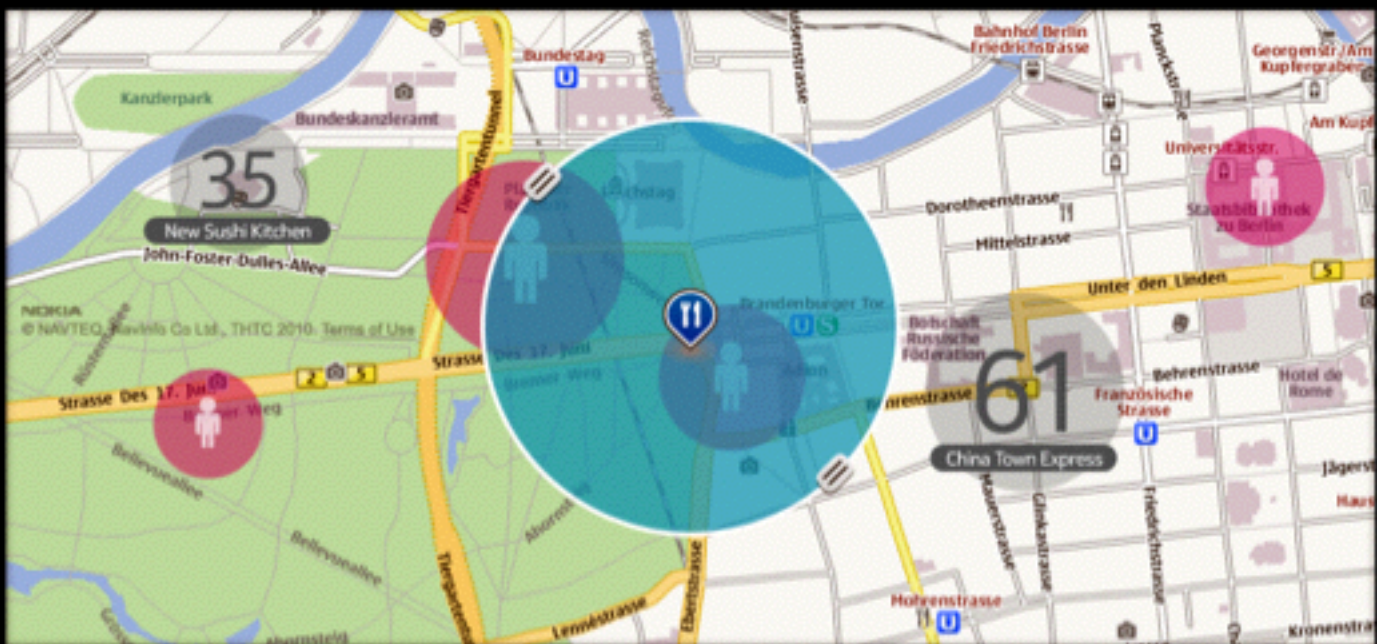




getting from A to B: Nokia transit apps



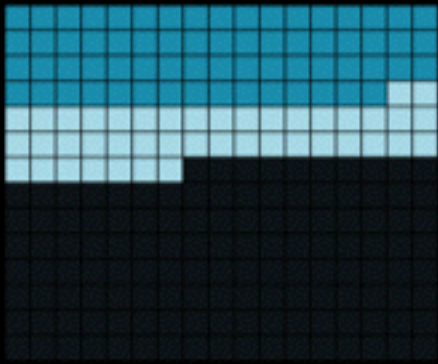
getting local: Prime Place



YOUR NEIGHBOURHOOD SCORE
1,083 / 1,219

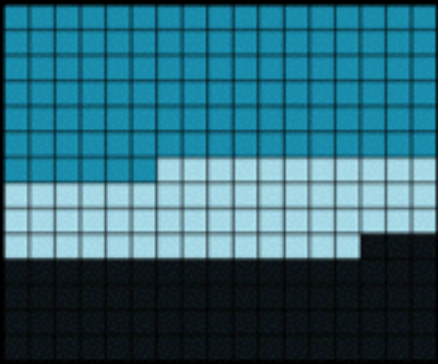
65

YOUR REACH
815 / 1,014



■ = 10 people ■ = current ■ = projected

SOCIAL MEDIA ACTIVITY
1,083 / 1,219



■ = 10 people ■ = current ■ = projected

“ ”
Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them.

Create a new promotion now

Engage your customers

Express Engage Sell Manage Register

Millions of people are searching Nokia maps every day – and Prime Place lets you show them more than just the location of your business. You can promote special offers and events, as well as reviews and ratings. Prime Place gives your customers a convenient way to see all the good stuff that your business is doing right now.

Start

STUMPTOWN COFFEE ROASTERS

Express your personality

Express Engage Sell Manage Register

Make your first impression count. With Nokia Prime Place you can add your company logo, photos of your premises and products, and personalize the background of your page. Give customers the extra motivation they might need to visit you rather than your competitors.

Start

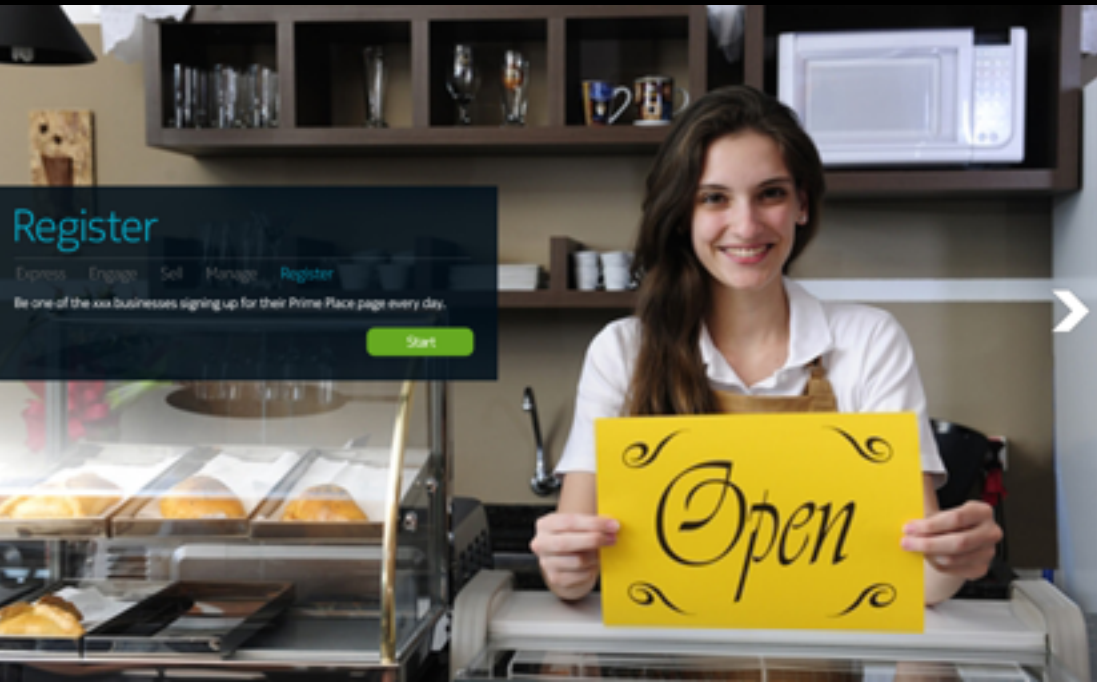
| | | |
|-----------------|-------------|-----------------|
| 2 ⁵⁰ | mocha | 3 ⁵⁰ |
| 3 | cocoa | 2 ⁵⁰ |
| 2 ⁵⁰ | iced coffee | 2 ⁵⁰ |
| 2 ⁸⁰ | tea | 3 |
| 3 ³⁰ | | |
| 3 ³⁰ | | 3 ⁷⁰ |

Register

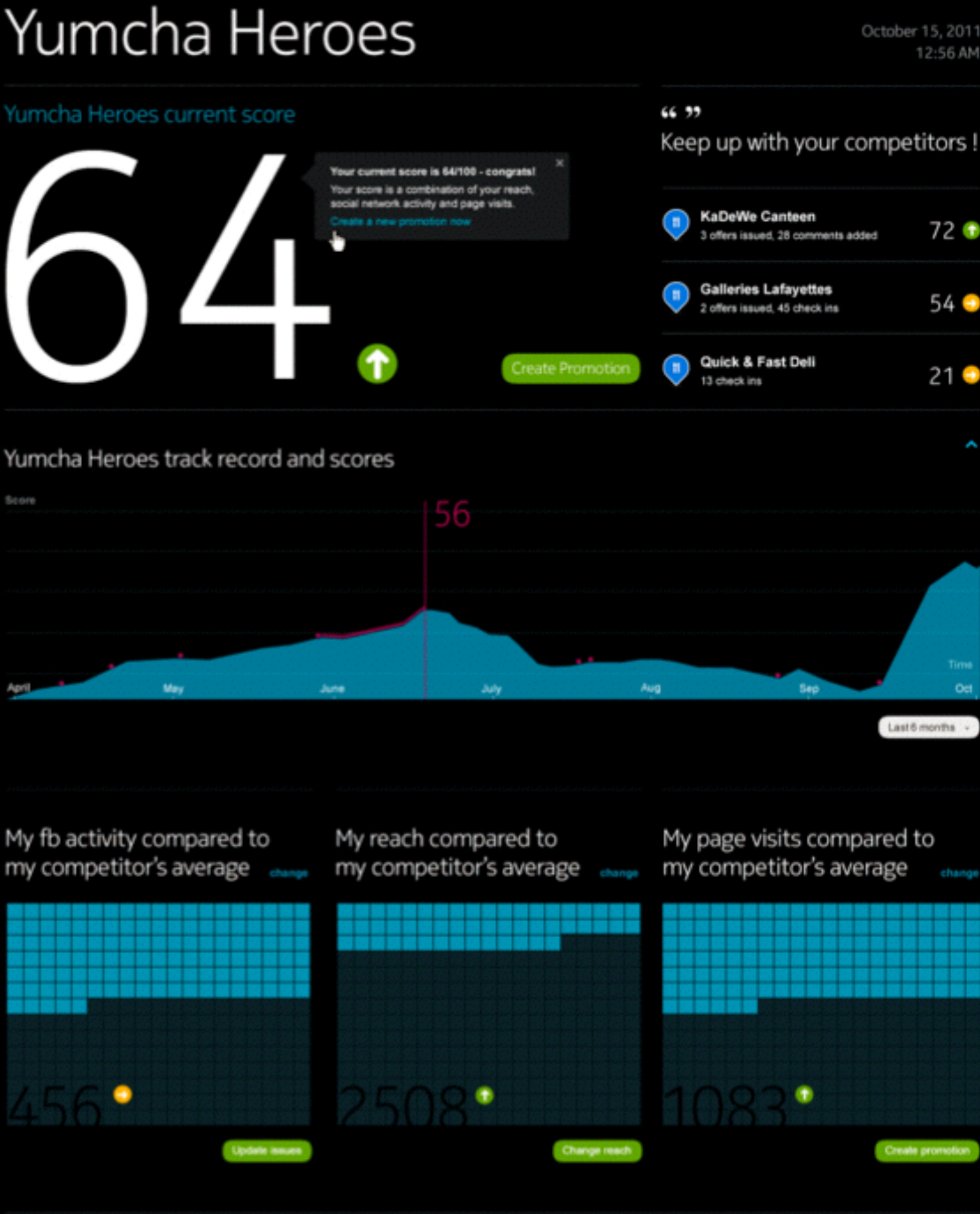
Express Engage Sell Manage Register

Be one of the 100 businesses signing up for their Prime Place page every day.

Start



getting local: Prime Place enables local businesses to build presence and optimise their business.



Company: DaWanda
Role: product director

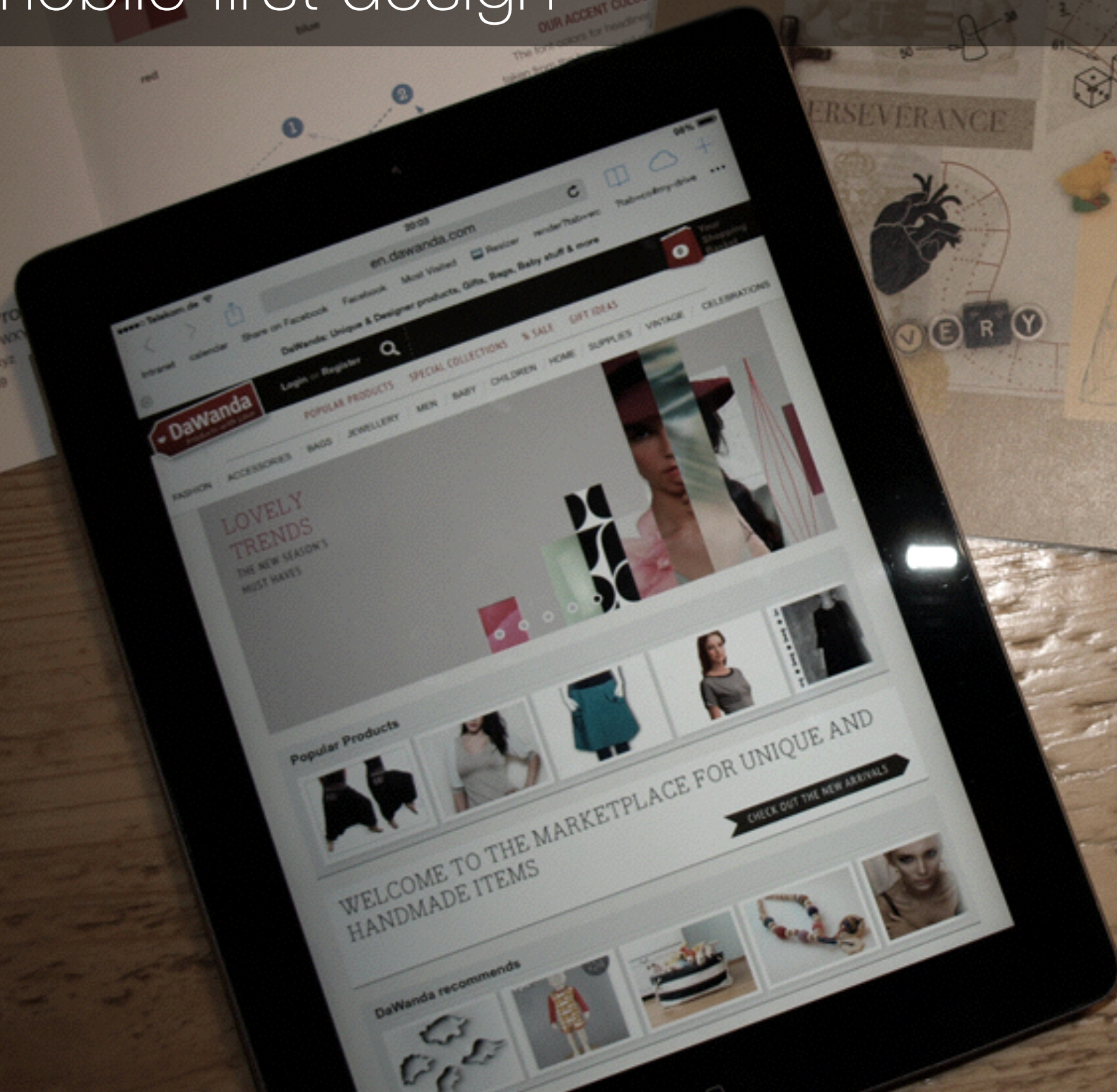




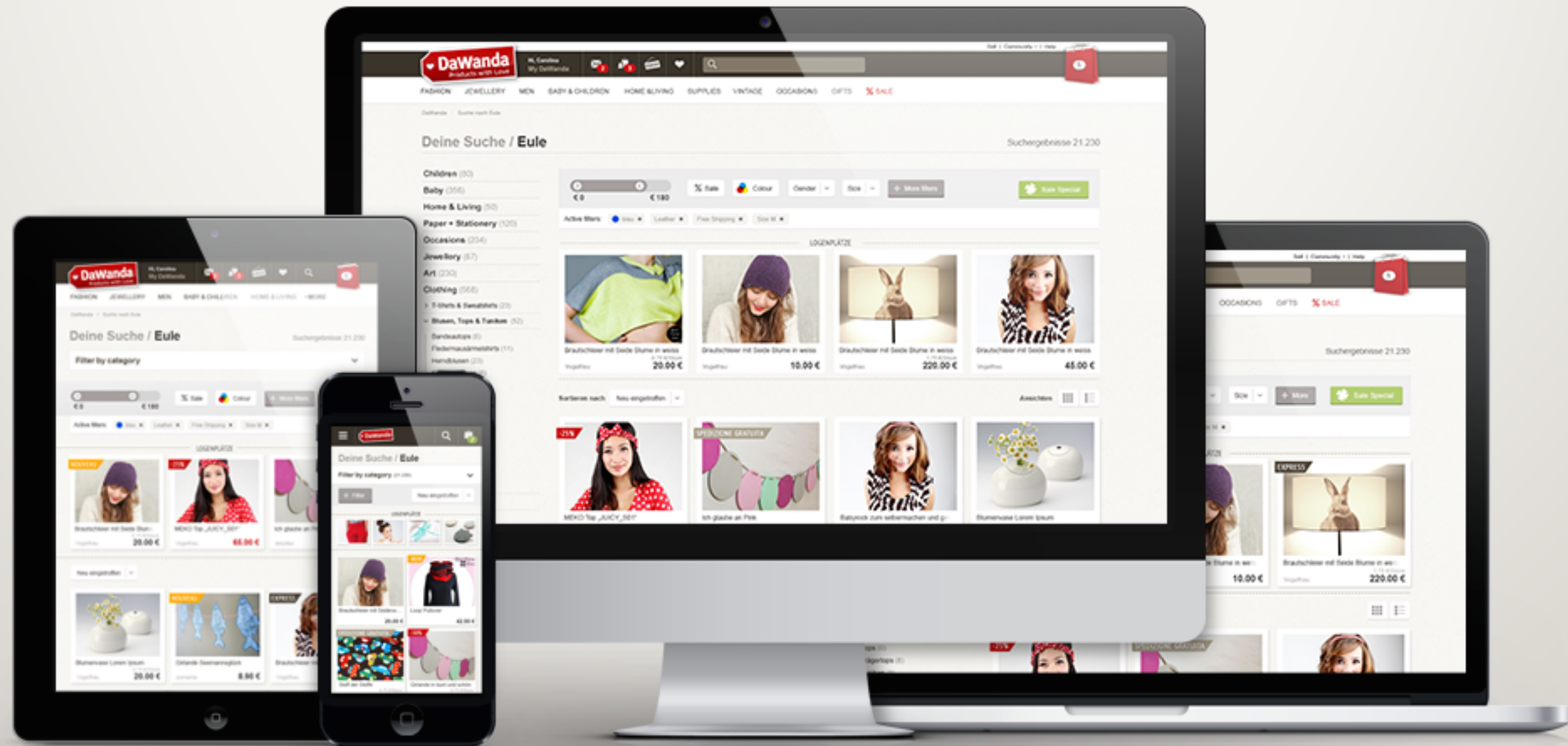
BRINGING DIY TO THE MAINSTREAM

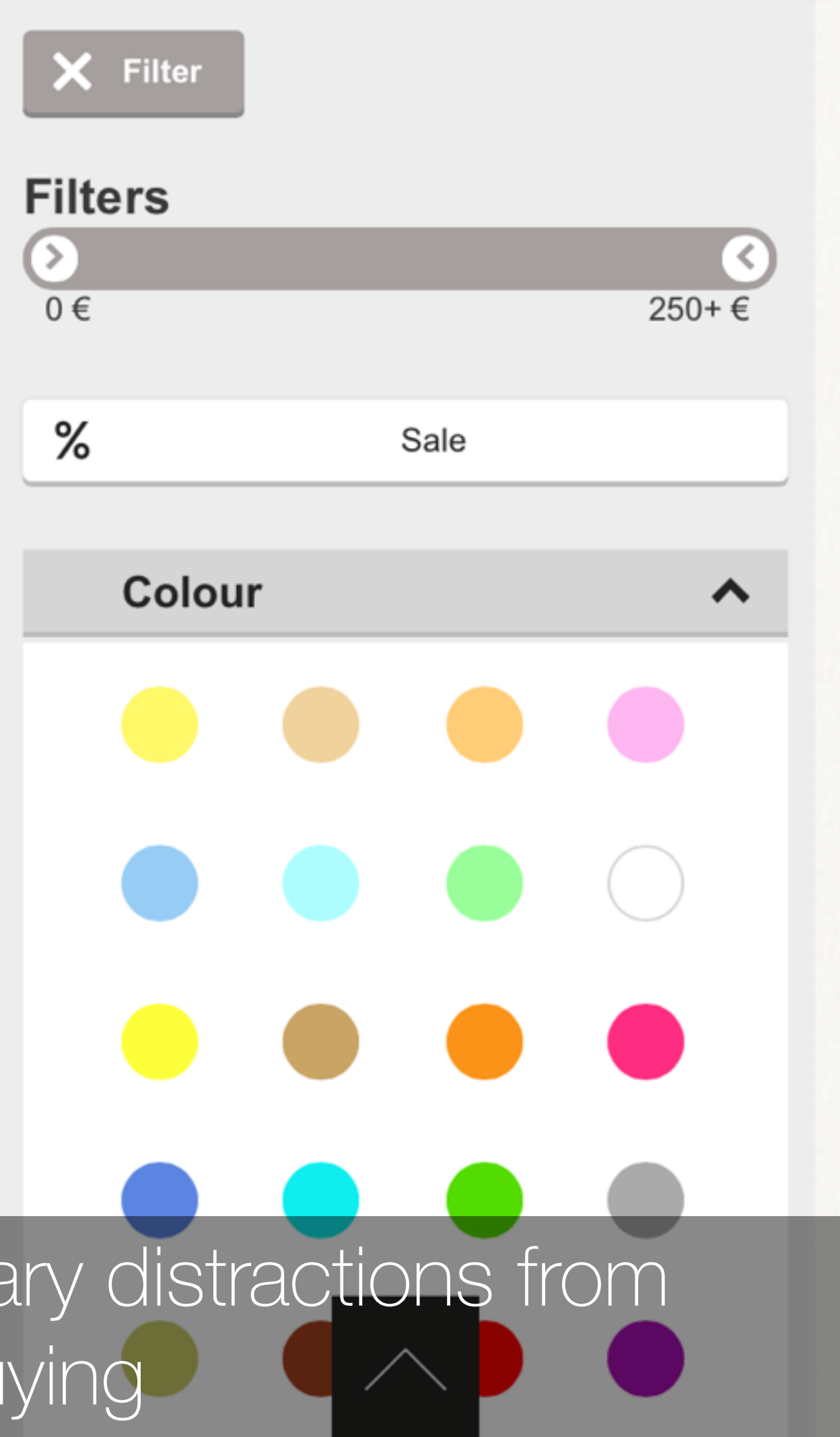
I joined DaWanda as Product Director to lead the re-imagineering of the service to enable the European maker movement to scale.

creative ecosystem: reinventing DaWanda with a new identity and mobile first design

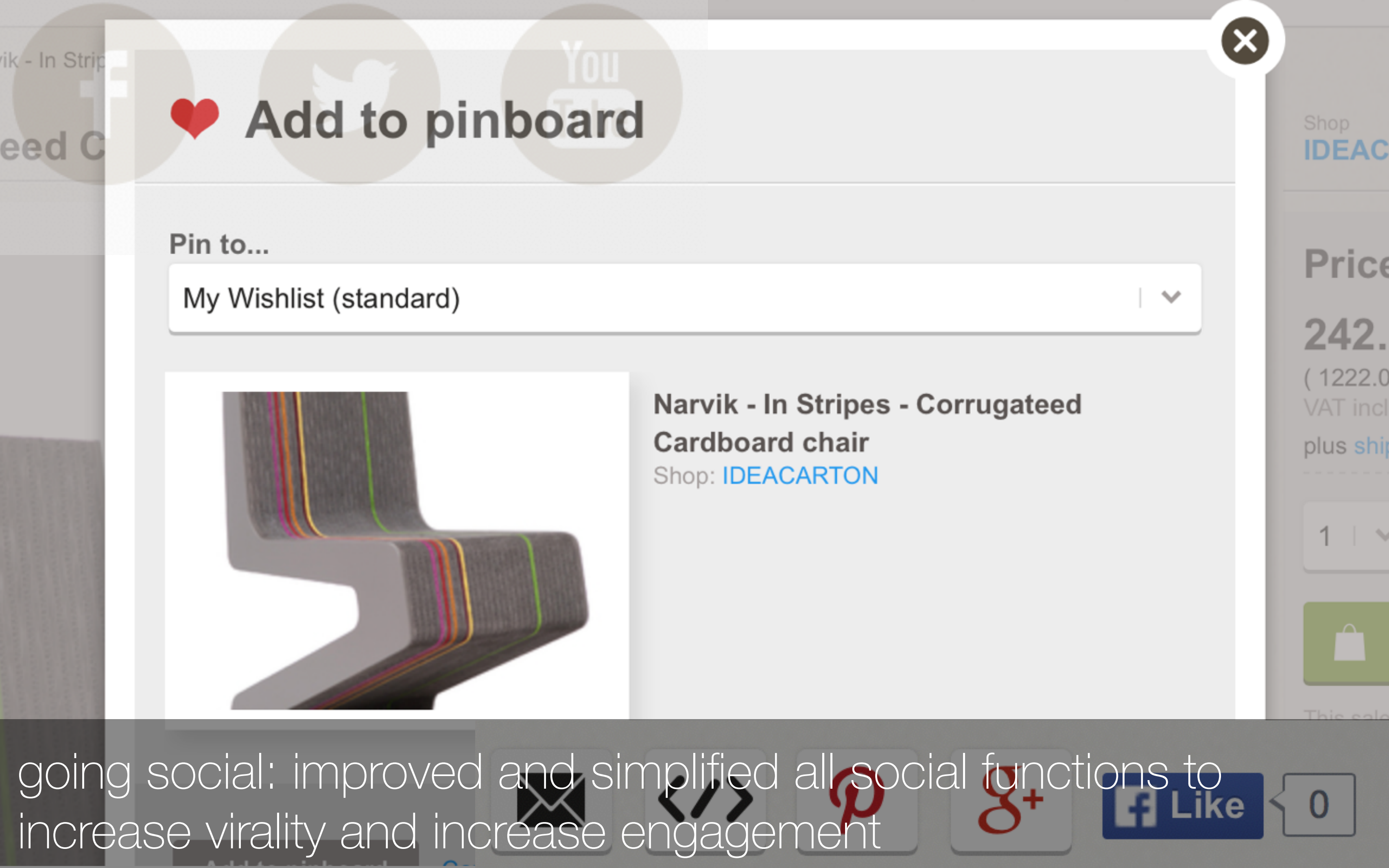


mobile first redesign: to unify presence across all devices and make mobile shopping delightful





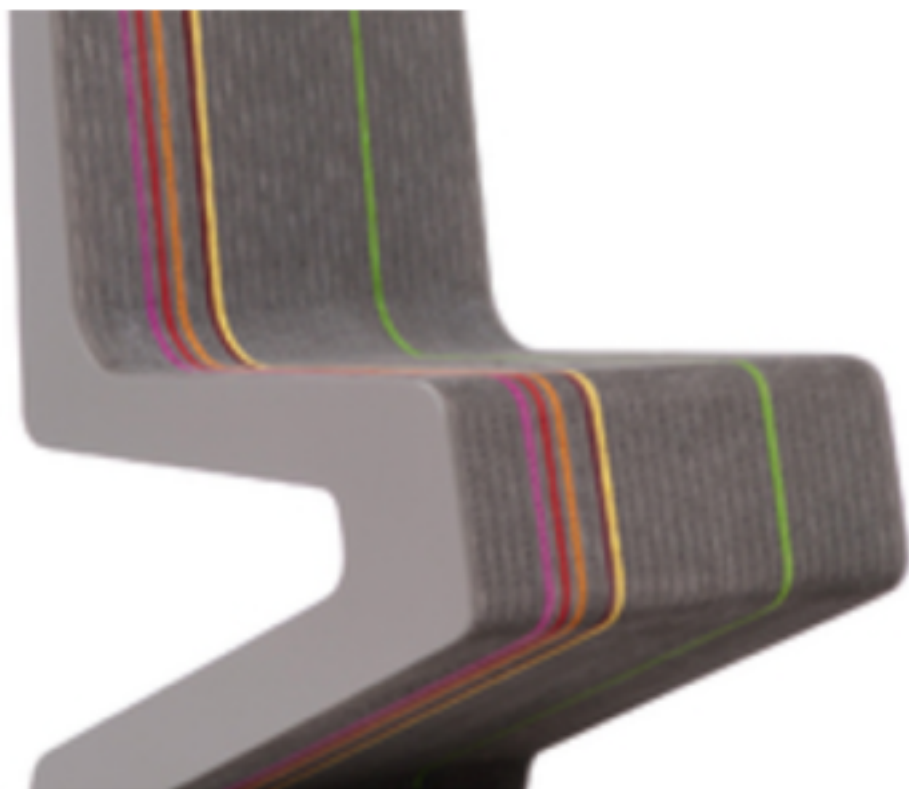
simplified UI: removal of all unnecessary distractions from the core process of discovery and buying



Add to pinboard

Pin to...

My Wishlist (standard)



**Narvik - In Stripes - Corrugated
Cardboard chair**

Shop: [IDEACARTON](#)

Shop
IDEACARTON

Price

242.00

(1222.00)

VAT incl

plus ship

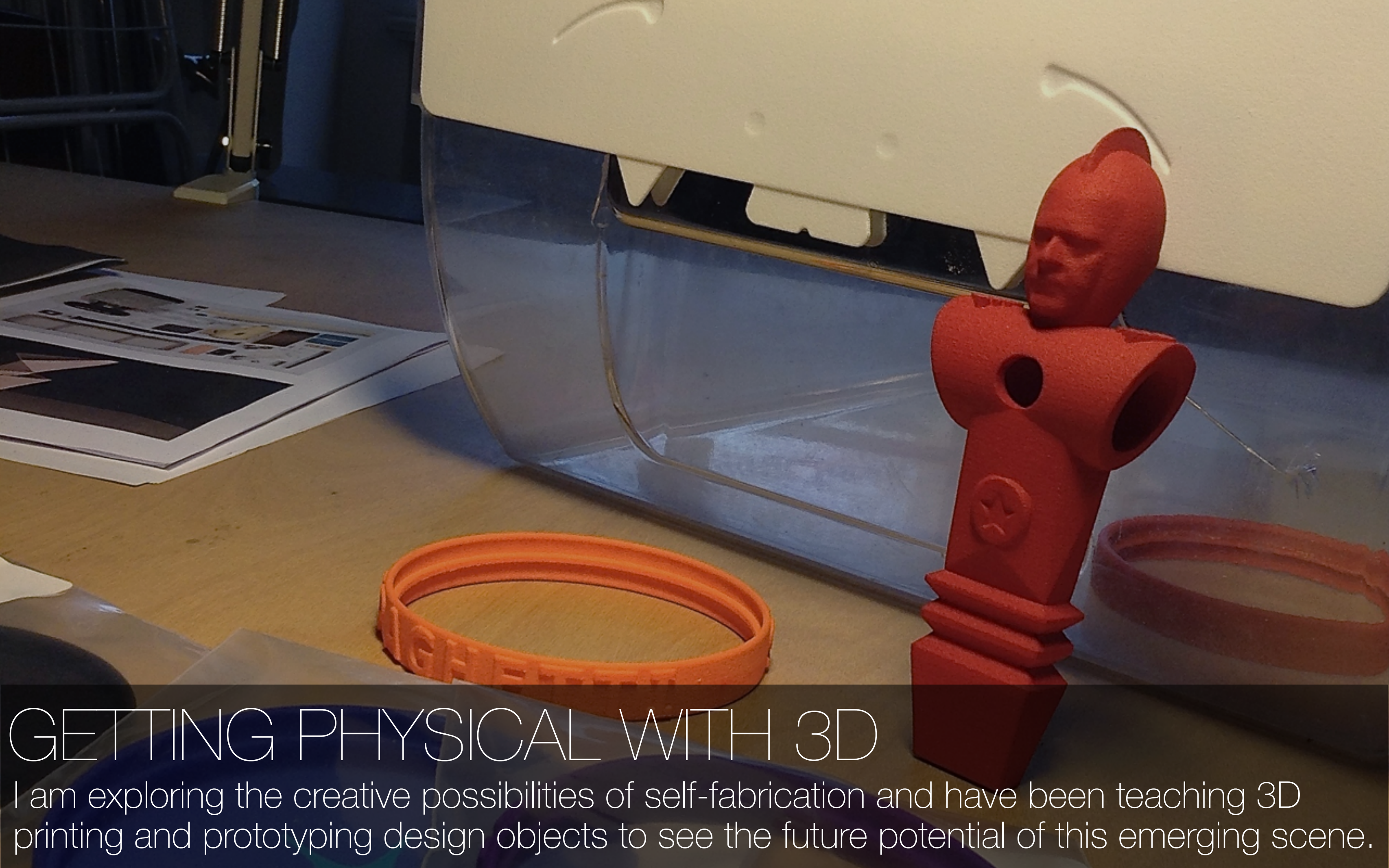
1 | ▾



This sale

going social: improved and simplified all social functions to
increase virality and increase engagement






GETTING PHYSICAL WITH 3D

I am exploring the creative possibilities of self-fabrication and have been teaching 3D printing and prototyping design objects to see the future potential of this emerging scene.

FIXER concept: upcycling and hacking the physical world with 3D printing



Fridge box FIXER that transforms a broken object into a thing of beauty and fun.



Customised kicker replacement
character with 3D scanned head



Tin can FIXERS that
extend the use of
everyday objects



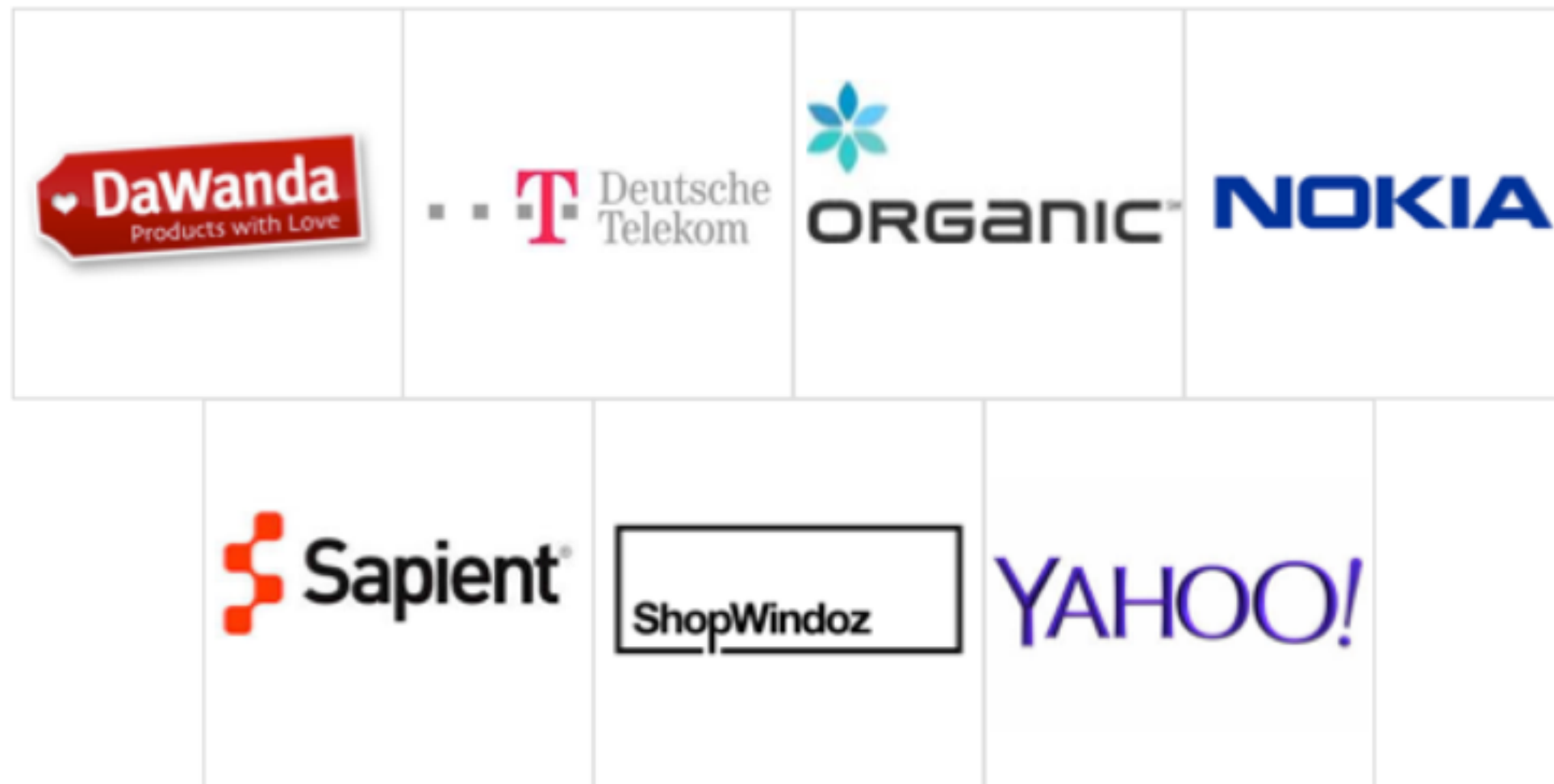
teaching students to make: summer semester at Weißensee
Kunsthochschule, Berlin introduced 3D printing as a viable entry
to market

prototype: 3D printed 'soundwave' bracelet



teaching students to make: upcoming designers created unique inventions that leveraged the latest technologies to innovate.

companies I have worked directly for...



some of the brands I have worked with...

| | | | | | |
|---|--|---|---|---|---|
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|  |  |  |  |  |  |
|  |  |  |  |  |  |