Darryl Feldman

WORKING IS NOT WORK

A TRACK RECORD OF INNOVATION

1994	1997	1999	2000	2001	2003	2006	2007	2008	2009	2010

first UK multimedia guide to university — first interactive train timetable put online — first major B2C e-commerce site — democratising the art world —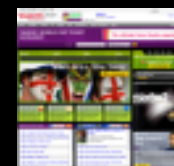 online booking site becomes #1 in travel — first serious attempt to get UK gov online — taking social media mainstream — ecosystem for local indie brands — cross platform content services — in car navigation on a phone — web app ecosystem

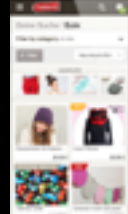| 2011	2012	2013	2014	2015

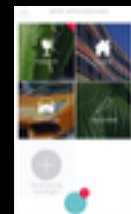public transport on mobile — putting local business on the map — handmade design market — shopping on the go — digital insurance

WORKING IS NOT WORK

RECENT WORKS

Company: Okotta!
Role: chief creative and product officer
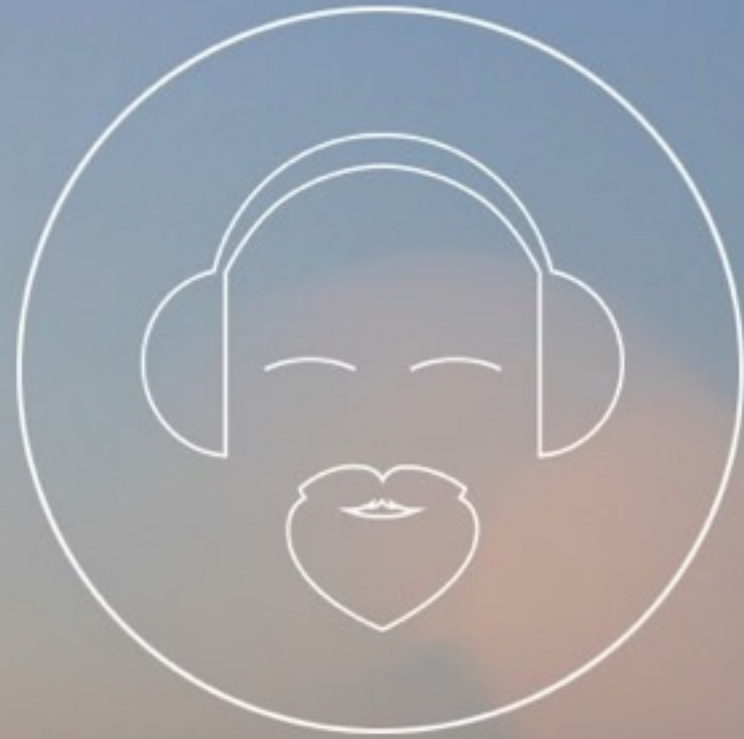2015 - 2016

OKOTTA!

MAKING INSURANCE BEAUTIFUL

I co-founded Okotta! to challenge, disrupt and fix an ugly and broken industry. I created a service concept that set out to change attitudes towards insurance and how it works.

We developed Okotta to be the insurance guru in your pocket. It enables you to access your policies, ask questions or make a claim anywhere at anytime.
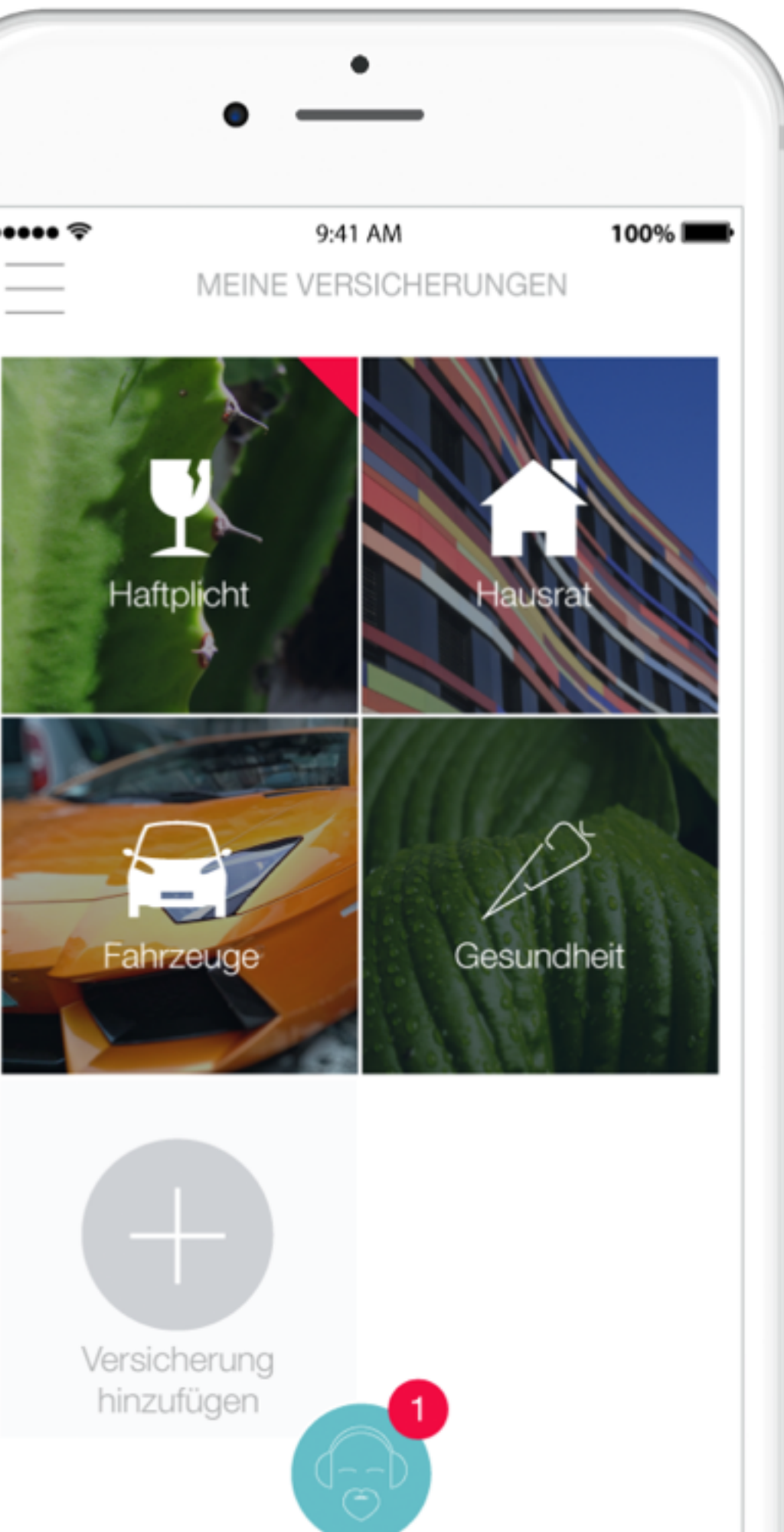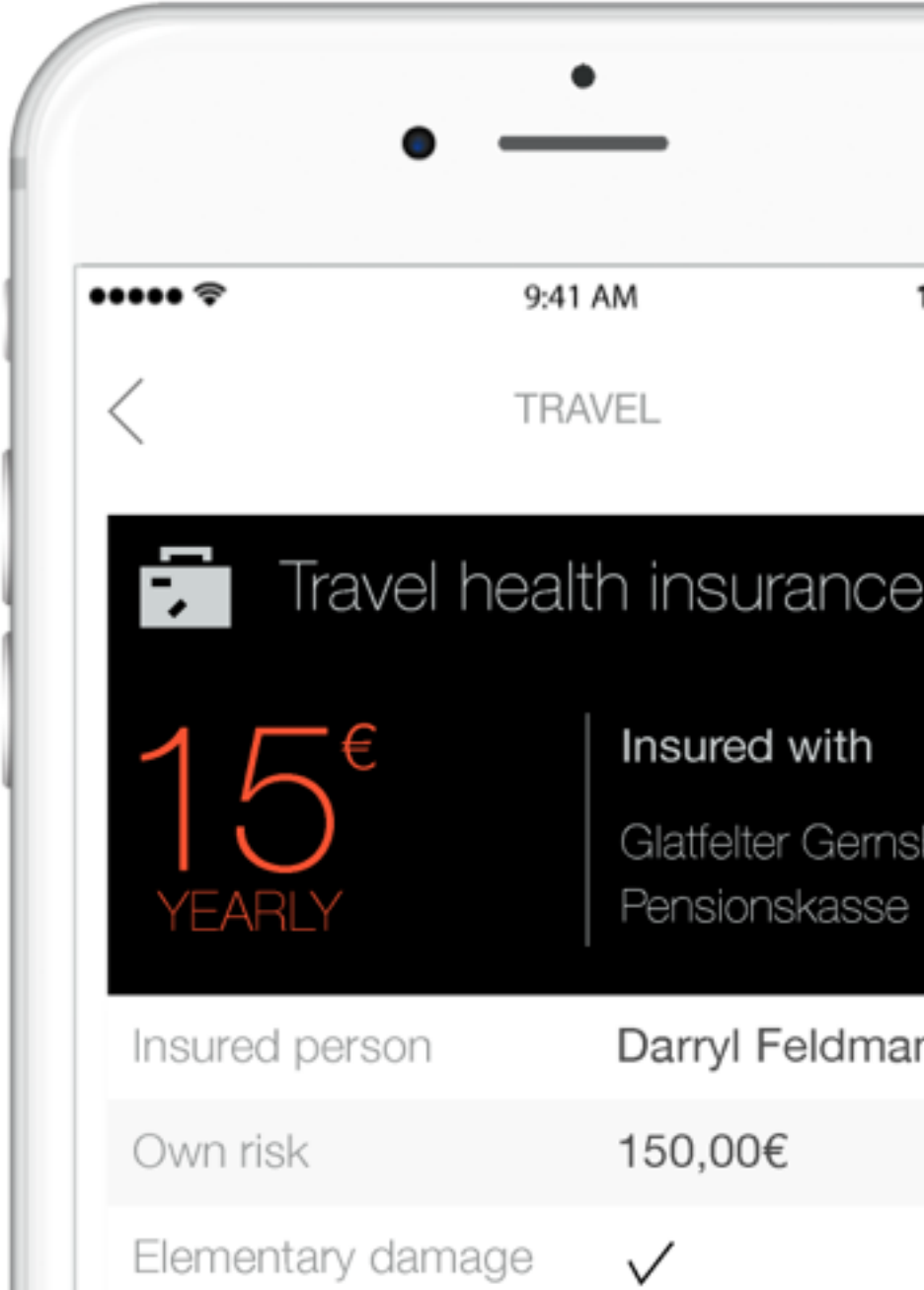
We created the guru who engages in conversations to understand your insurance needs and give advice.

This is the basis for machine learning and making the service better over time.

A glanceable lifehub shows you your insurance overview and let's you know if you need to do something.

Complex insurance data is presented simply, notifications let you smartly optimise things.

HAFTPFLICHT UND RECHTSCHUTZ

🍷 Private Haftpflichtversicherung

65€
JÄHRLICH

Versichert Bei
HUK-COBURG

✏️ Schadensmeldung | 📄 Dokumente

✕

Wir haben einen besseren Haftpflichttarif für Dich gefunden. Er ist 20% günstiger und deckt auch Ehrenämter ab.

Wechsel beantragen

Weitere Infos

TRAVEL

💼 Travel health insurance

15€
YEARLY

Insured with
Glatfelter Gerns
Pensionskasse

Insured person | Darryl Feldma

Own risk | 150,00€

Elementary damage | ✓

Company: DaWanda
Role: product director
2012 - 2015

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.

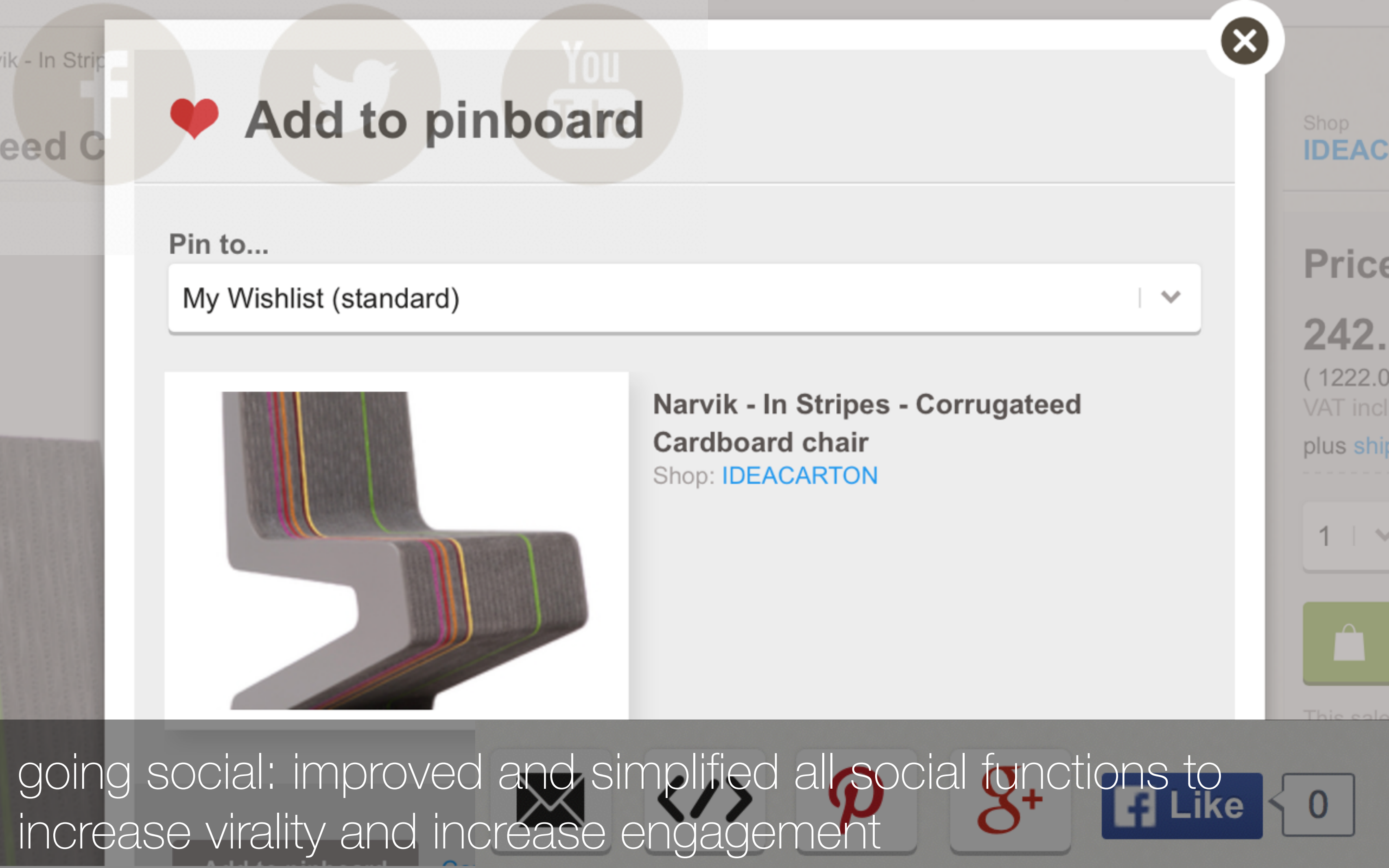# creative ecosystem: reinventing DaWanda with a new identity and mobile first design

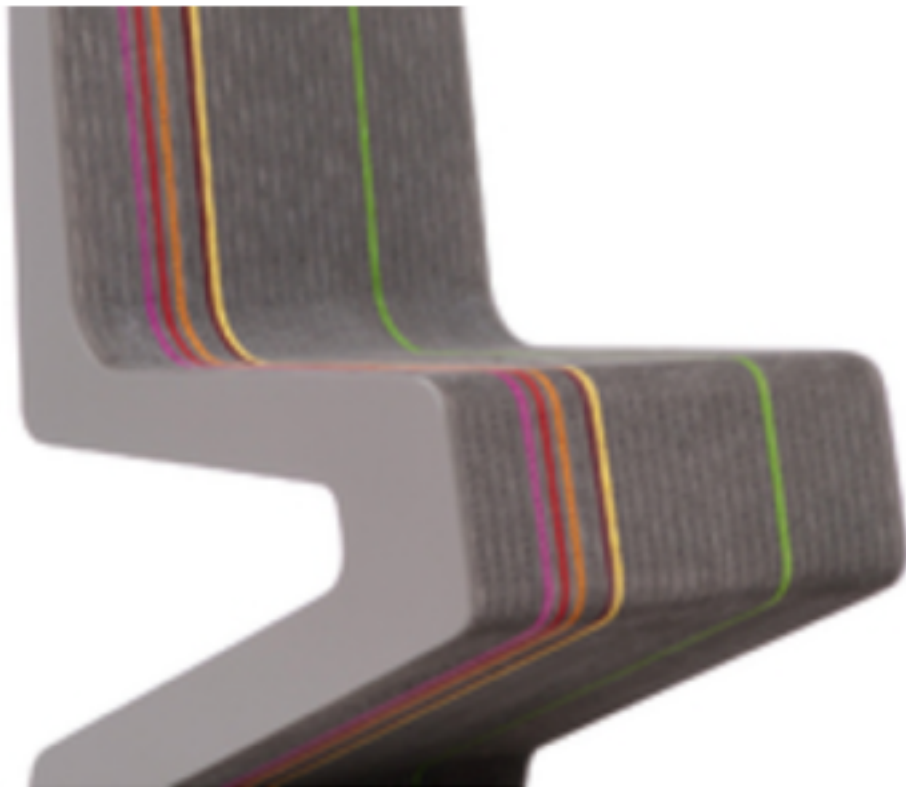# mobile first redesign: to unify presence across all devices and make mobile shopping delightful

Filter

Filters

0 €   250+ €

%   Sale

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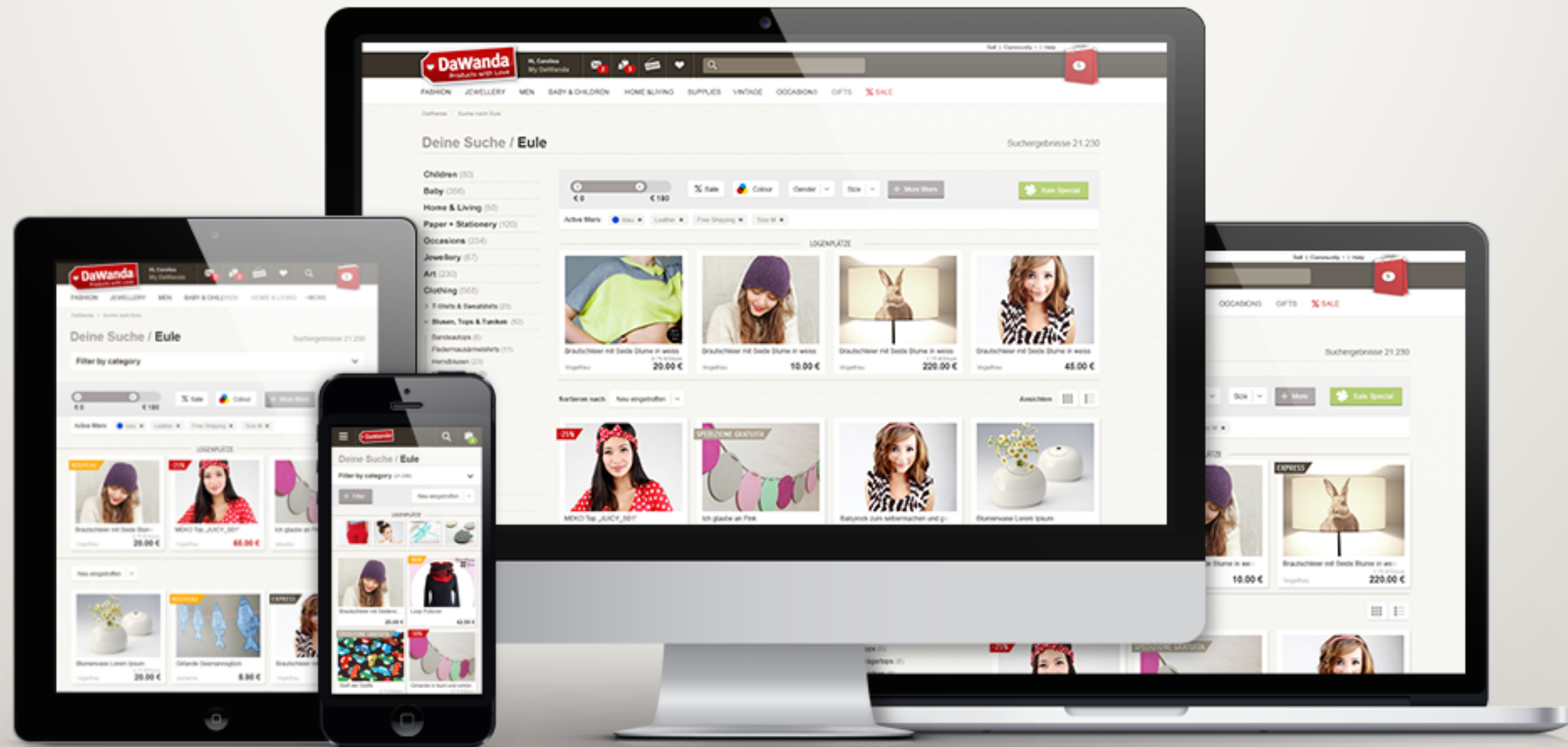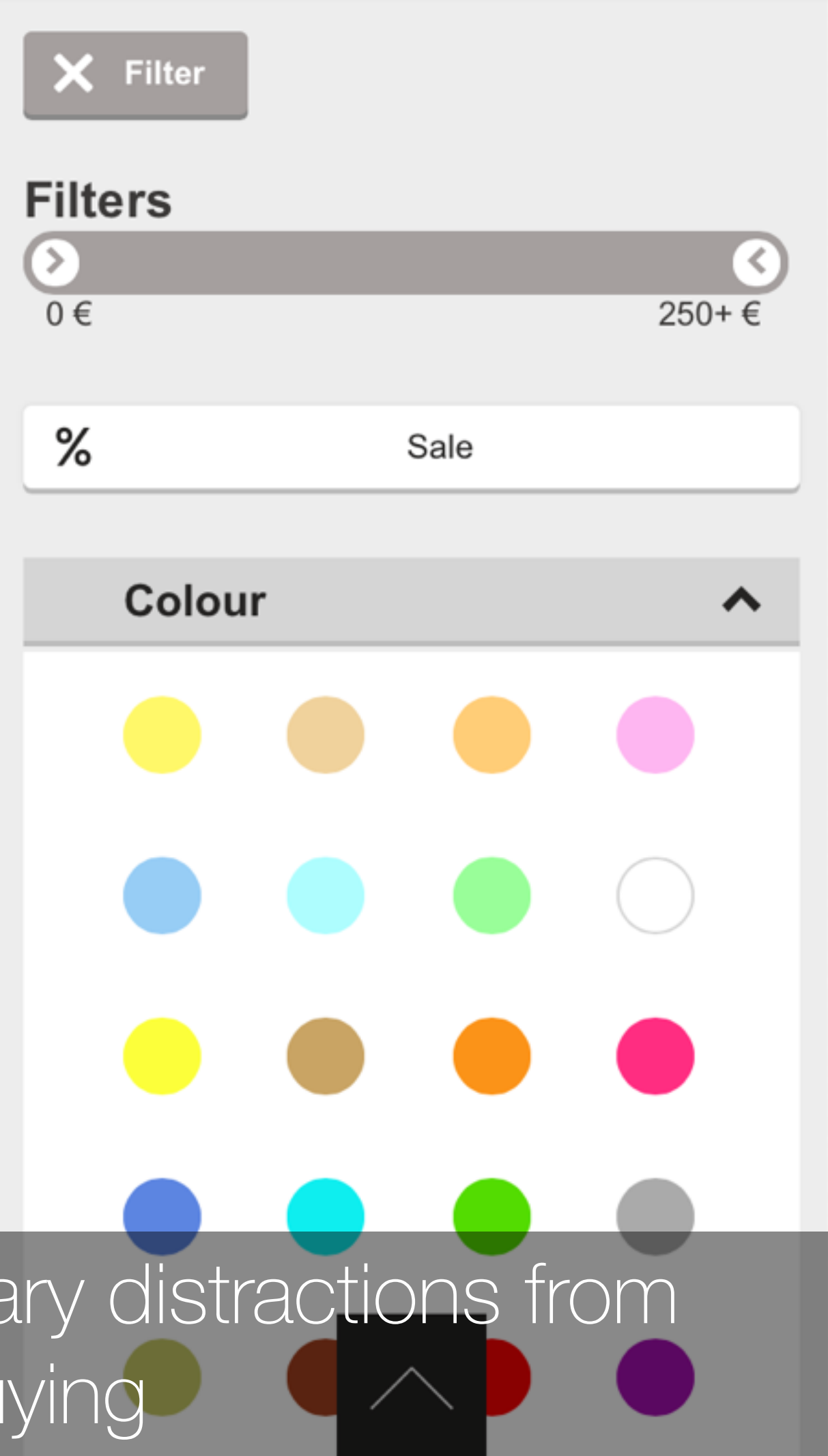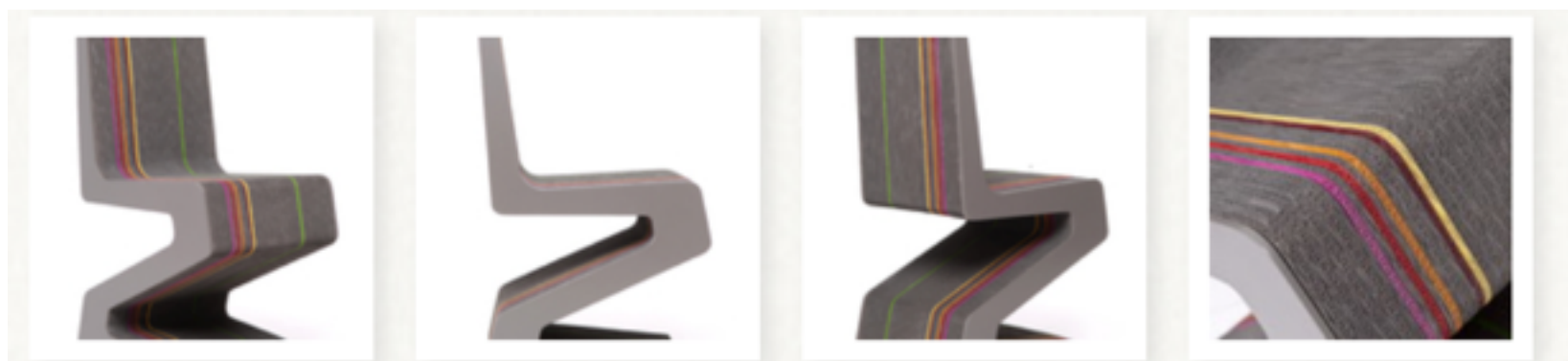
simplified UI: removal of all unnecessary distractions from the core process of discovery and buying

❤ **Add to pinboard**

Pin to...

My Wishlist (standard) ⌄

Narvik - In Stripes - Corrugateed Cardboard chair
Shop: IDEACARTON

Shop
IDEAC

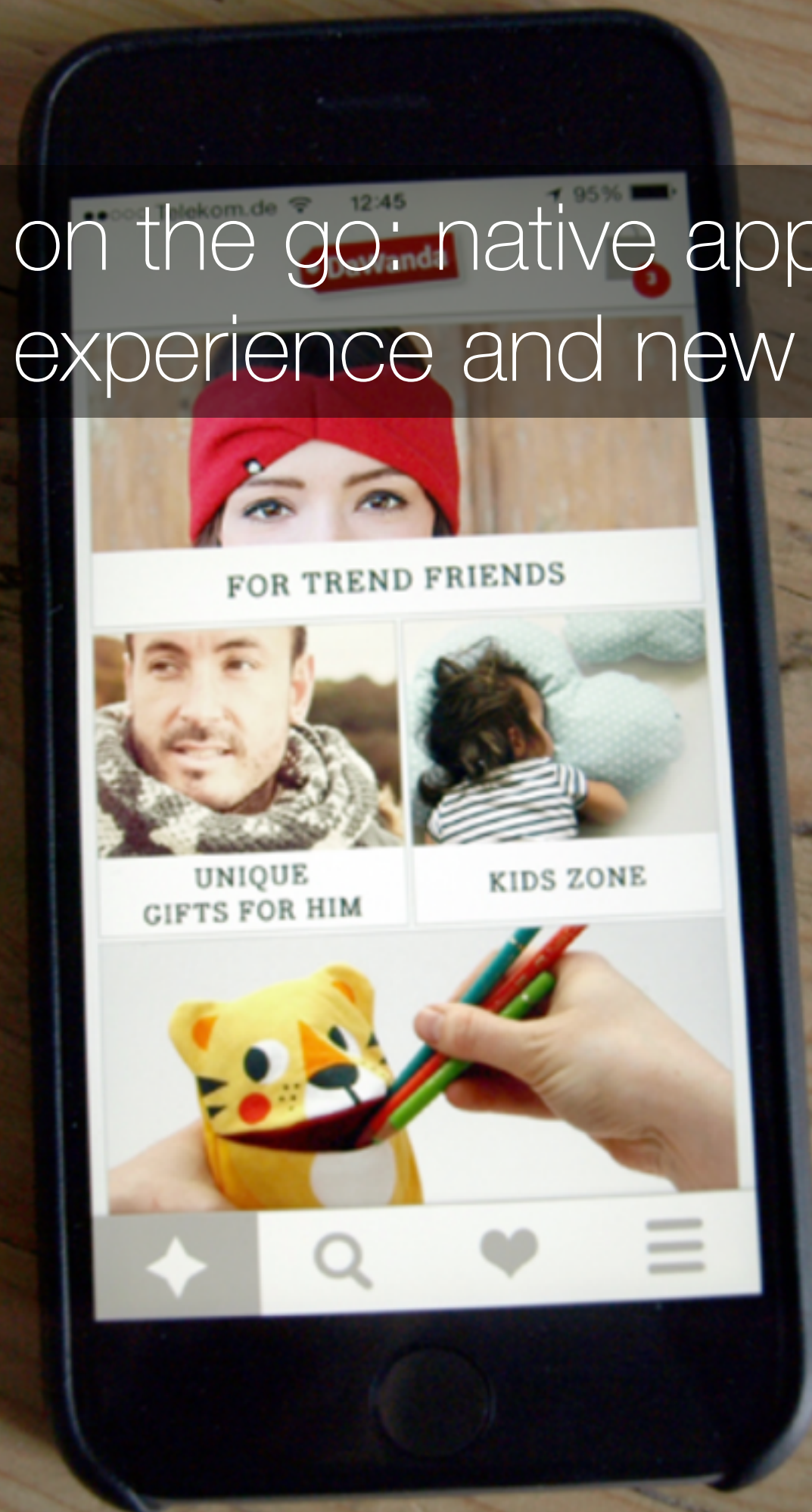Price

242.

(1222.0
VAT incl
plus ship

1

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

Like   0

shopping on the go: native apps that create a streamlined
shopping experience and new communication channel

FOR TREND FRIENDS

UNIQUE
GIFTS FOR HIM

KIDS ZONE

Porcelain cup - Lily gold

26,37 £

including VAT (where applicable) Shipping fees

ONLY 1X AVAILABLE

Add to basket

Company: Nokia
Role: UX & product director
2009 - 2012

NOKIA

Times Square Tower

1 Times Square

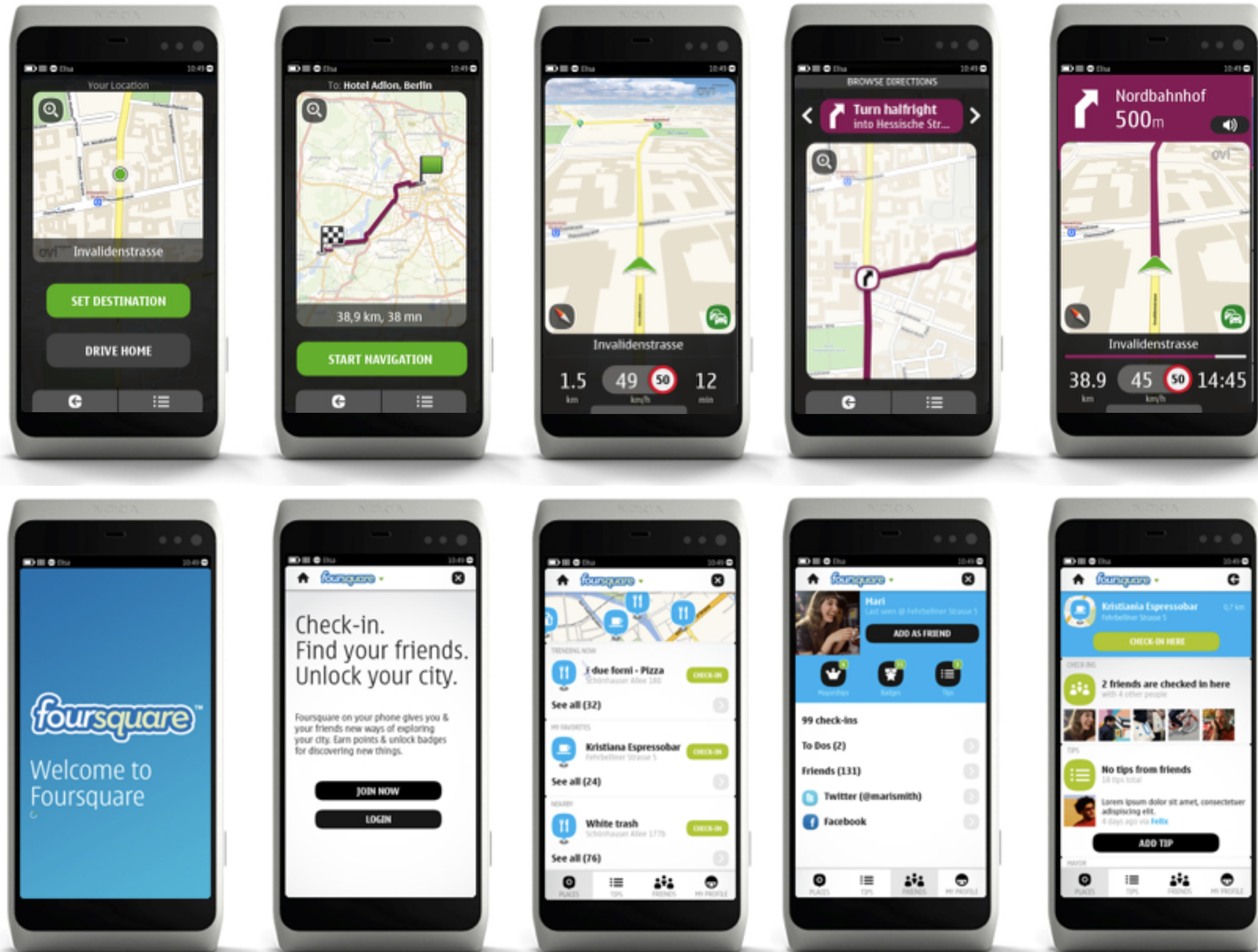Super8-Nyc-Manhattan-Times Square

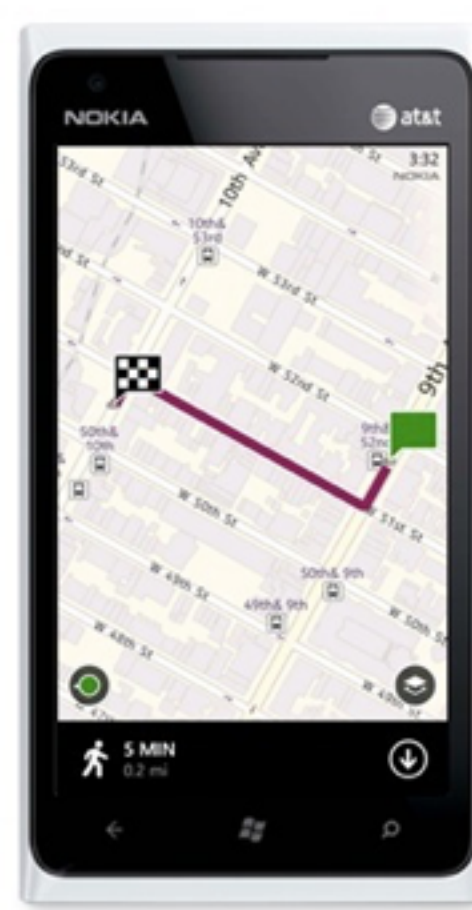Renaissance-New York-Times Square
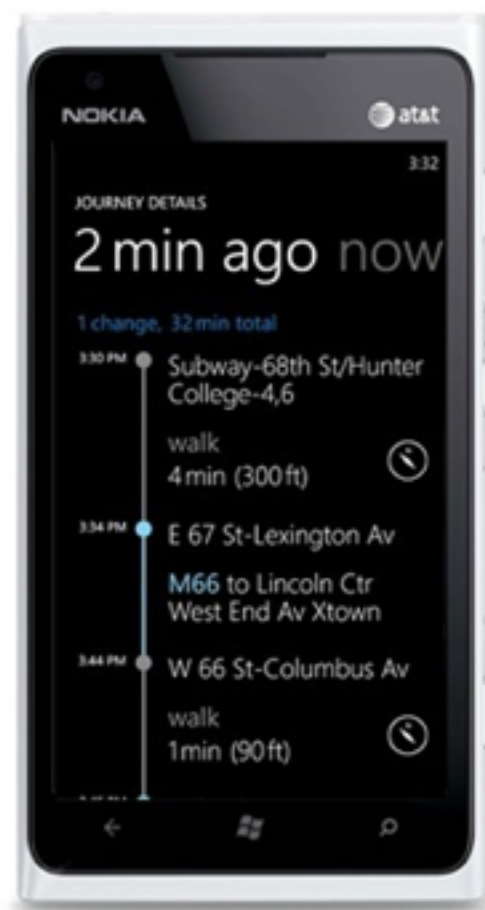
FROM A TO B AND MORE

I led the research and concepting efforts for the next generation of services and defining the UI framework and design rules. I was also product lead for a number of services.
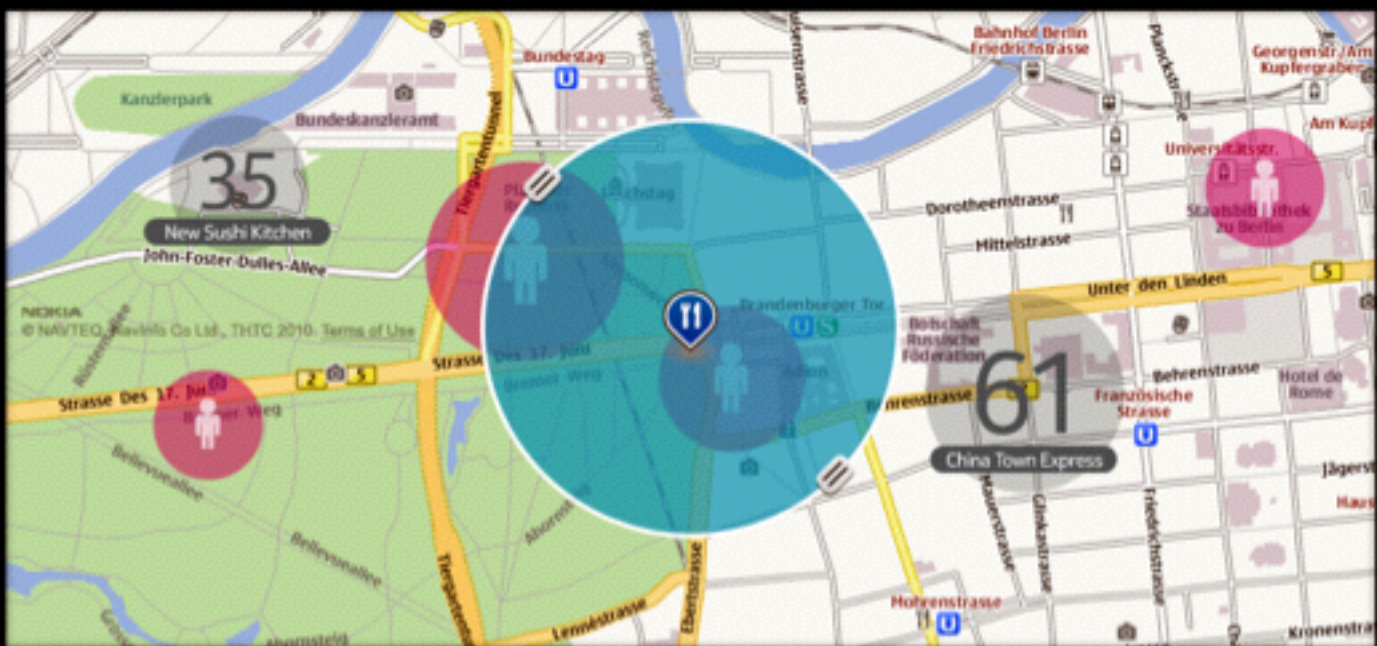
mobilising the web: Nokia location based web apps

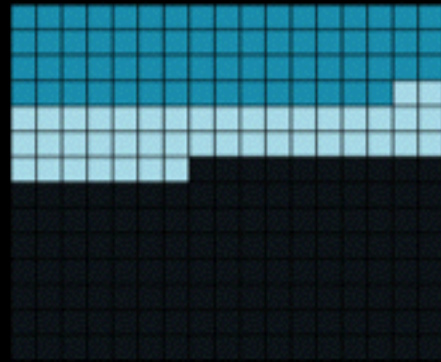# getting from A to B: Nokia transit apps
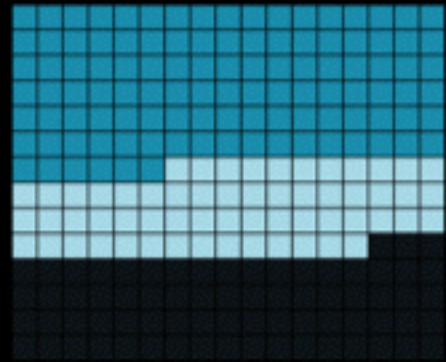
getting local: Prime Place

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

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

STUMPTOWN COFFEE ROASTERS

single origin
espresso   2⁵⁰   mocha   3⁵⁰
americano   3   cocoa   2⁸⁰
macchiato   2⁵⁰   iced coffee   2⁵⁰
cappuccino   2⁸⁰   tea   3
latte   3³⁰
                   3³⁰ 3⁷⁰

Register

Express Engage Sell Manage Register

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

Start

YOUR NEIGHBOURHOOD SCORE
1,083 / 1,219

65

YOUR REACH
815 / 1,014

SOCIAL MEDIA ACTIVITY
1,083 / 1,219

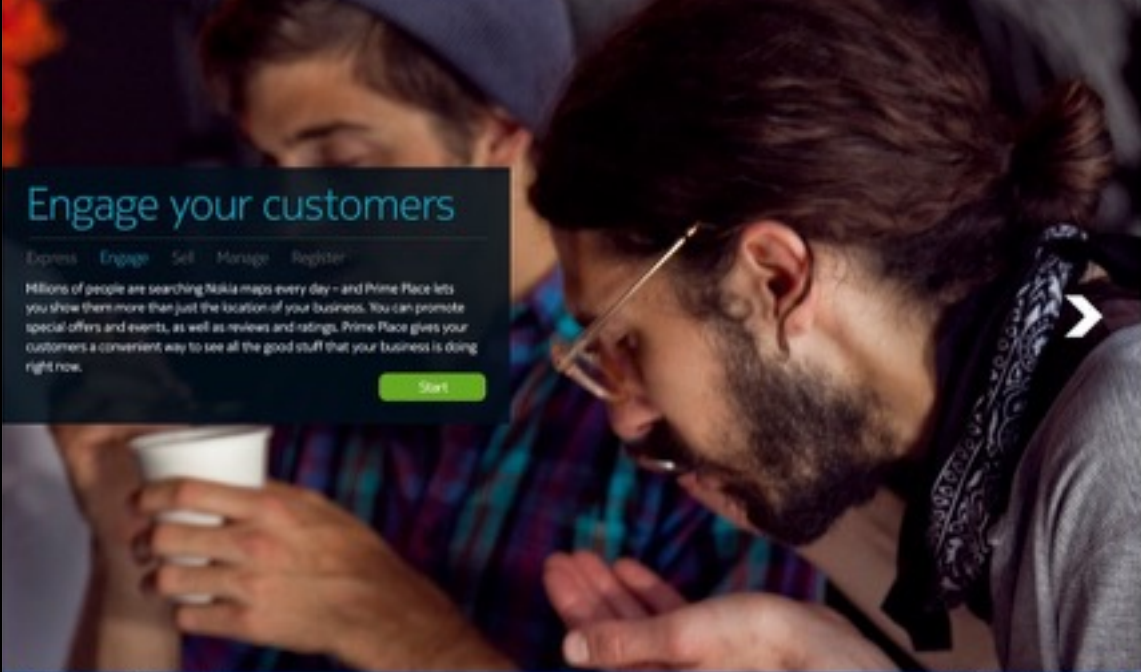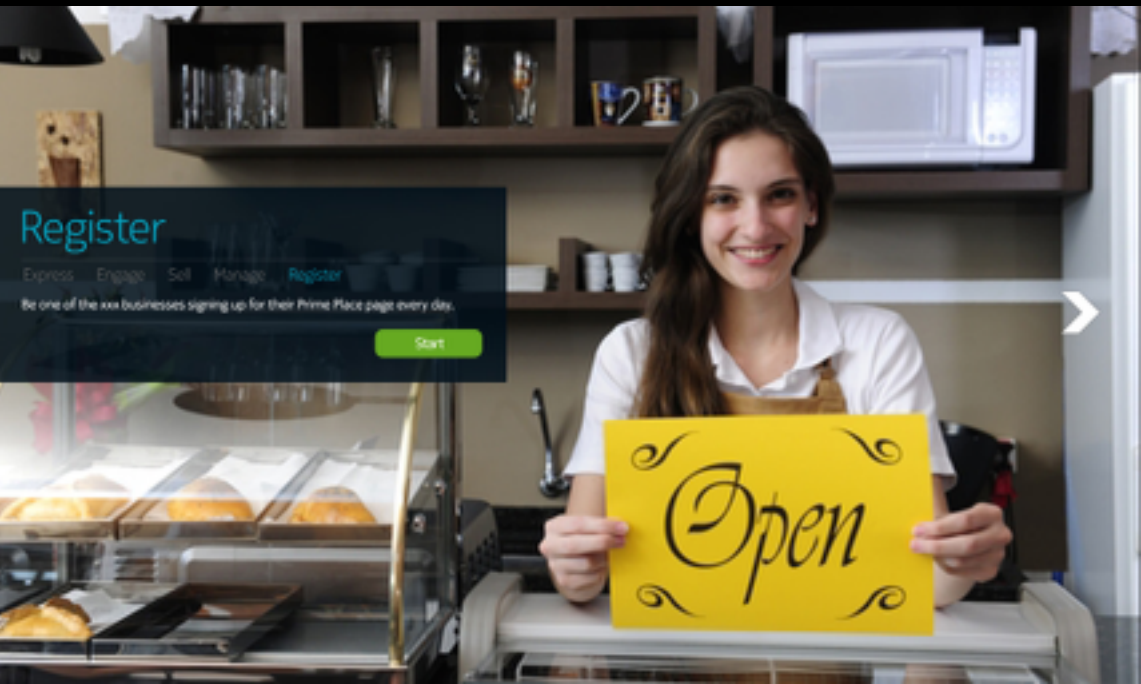= 10 people   = current   = projected   = 10 people   = current   = projected

66 99
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

Open

getting local: Prime Place enables local businesses to build presence and optimise their business.
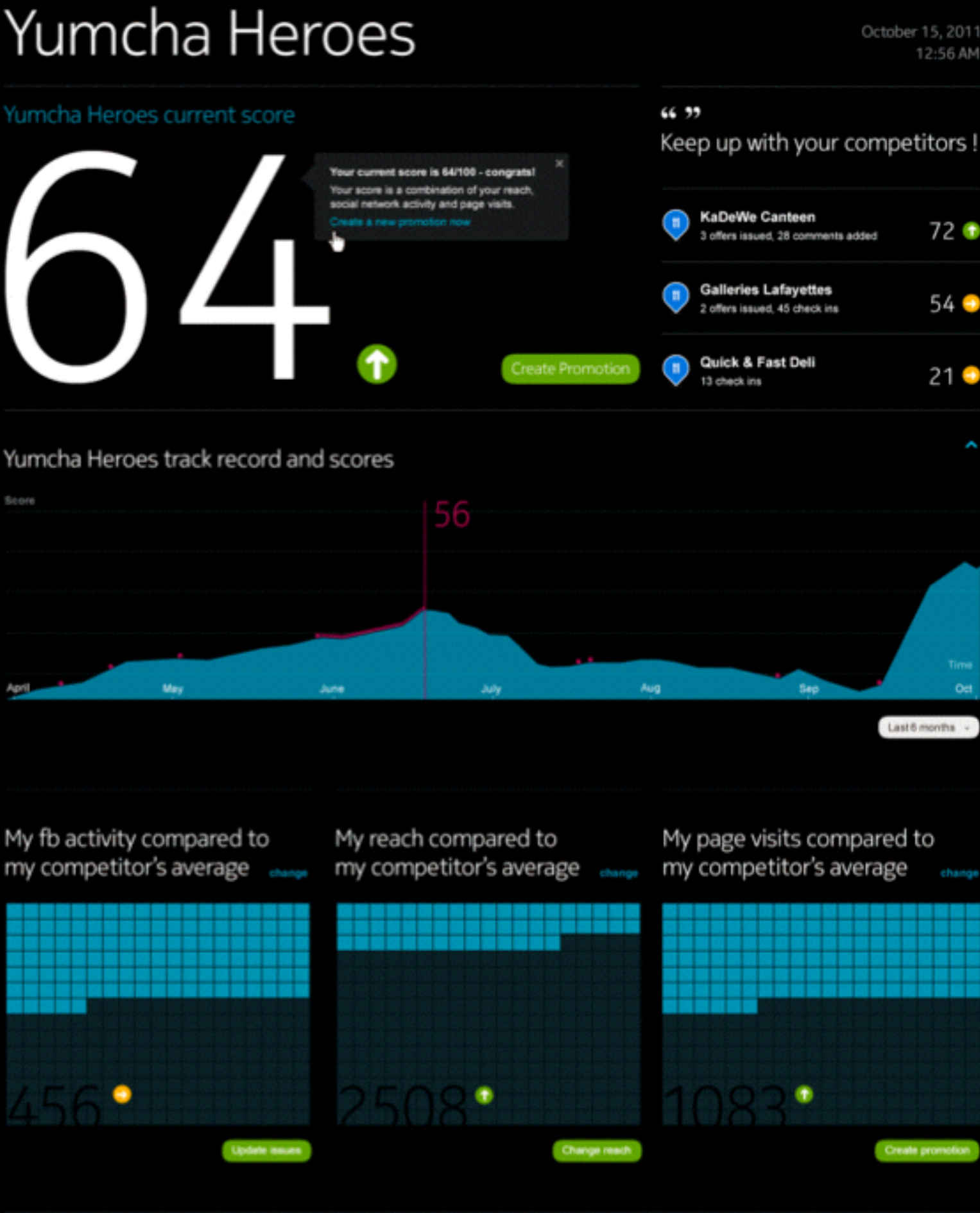
Company: Deutsche Telekom
Role: head of content services design
2008 - 2009

Deutsche
Telekom

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 Mediencenter
cloud based content - accessible everywhere, anytime.

mobile media: player prototypes

mediastream: browser prototype

GNARLS BARKLEY - ST. ELSEWHERE

1. GO-GO GADEGET GOSPEL ☑ ► ★
2. CRAZY ☐ ► ★
3. ST. ELSEWHERE ☑ ► ★
4. GONE DADDY GONE ☐ ► ★
5. SMILEY FACES ☑ ► ★
6. THE BOOGIE MONSTER ☑ ► ★
7. FENG SHUI ☐ ► ★
8. JUST A THOUGHT ☐ ► ★
9. TRANSFORMER ☑ ► ★
10. WHO CARES? ☐ ► ★
11. ON-LINE ☑ ► ★
12. NECROMANCING ☑ ► ★
13. STORM COMING ☐ ► ★
14. THE LAST TIME ☐ ► ★

+ OFFICIAL SITE
+ MYSPACE
+ VIDEOS
+ DISCOGRAPHY
+ RELATED MUSIC
+ MERCHANDISE
+ TICKETS

Gnarls Barkley is a grammy award winning American musical collaboration between multi-instrumentalist and producer Danger Mouse (Brian Burton) from New York, and rapper/vocalist Cee-Lo Green (Thomas Callaway), from Atlanta. Their first album, St. Elsewhere, was released in 2006; it and their first hit, "Crazy", were major commercial successes, and were noted for their large sales by download. The duo released their second album, The Odd Couple, in March of 2008.

USER COMMENTS

► Possibly one of the best bands in the world... [EvilEmperor]
► Reeeeeeaaaaaally loved the first album but... [Jane77]
► Unbeatable live experiene! Had the luck to... [John Doe]
► What next? And when? Come on guys, you... [Mary Me]

PROBABLY YOUR CUP OF TEA AS WELL...

WHO ELSE IS LISTENING ?

MY VIDEOS
MY SHARED MUSIC
MY FRIENDS MUSIC
YOUR ARE LI[S]
RECOMMENDET
FEATURED

SEARCH...

Company: ShopWindoz
Role: founder and managing director
2007 - 2008

ShopWindoz

ShopWindoz.COM

LECKER!
KEINE HUNDEKACKE
VOR'M LADEN
UND TROTZDEM
BERLIN.

ShopWindoz.co

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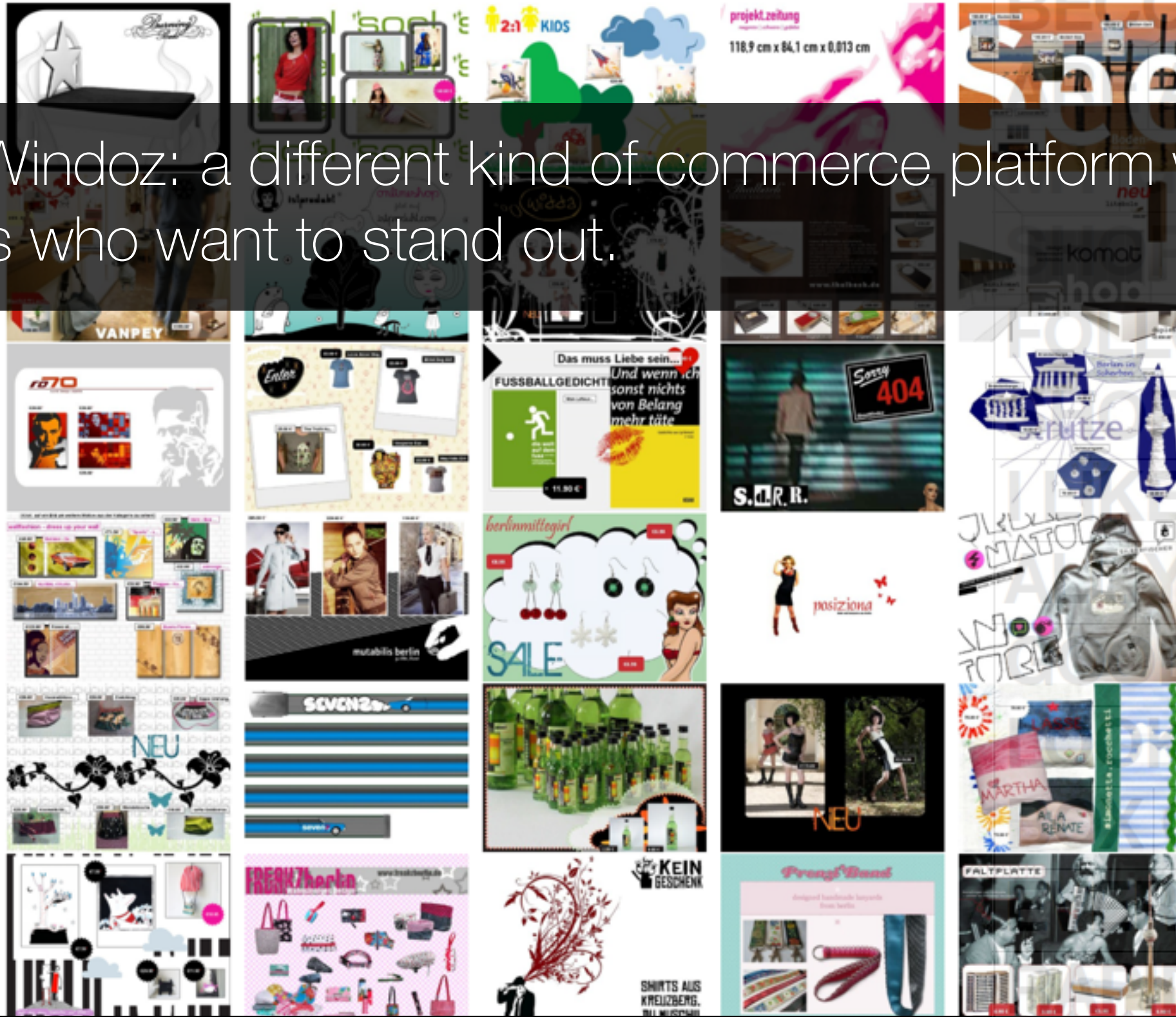
ShopWindoz: a different kind of commerce platform with an attitude - for indie brands who want to stand out.

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

ShopWindoz: digital shop windows express creativity, uniqueness - and sell.
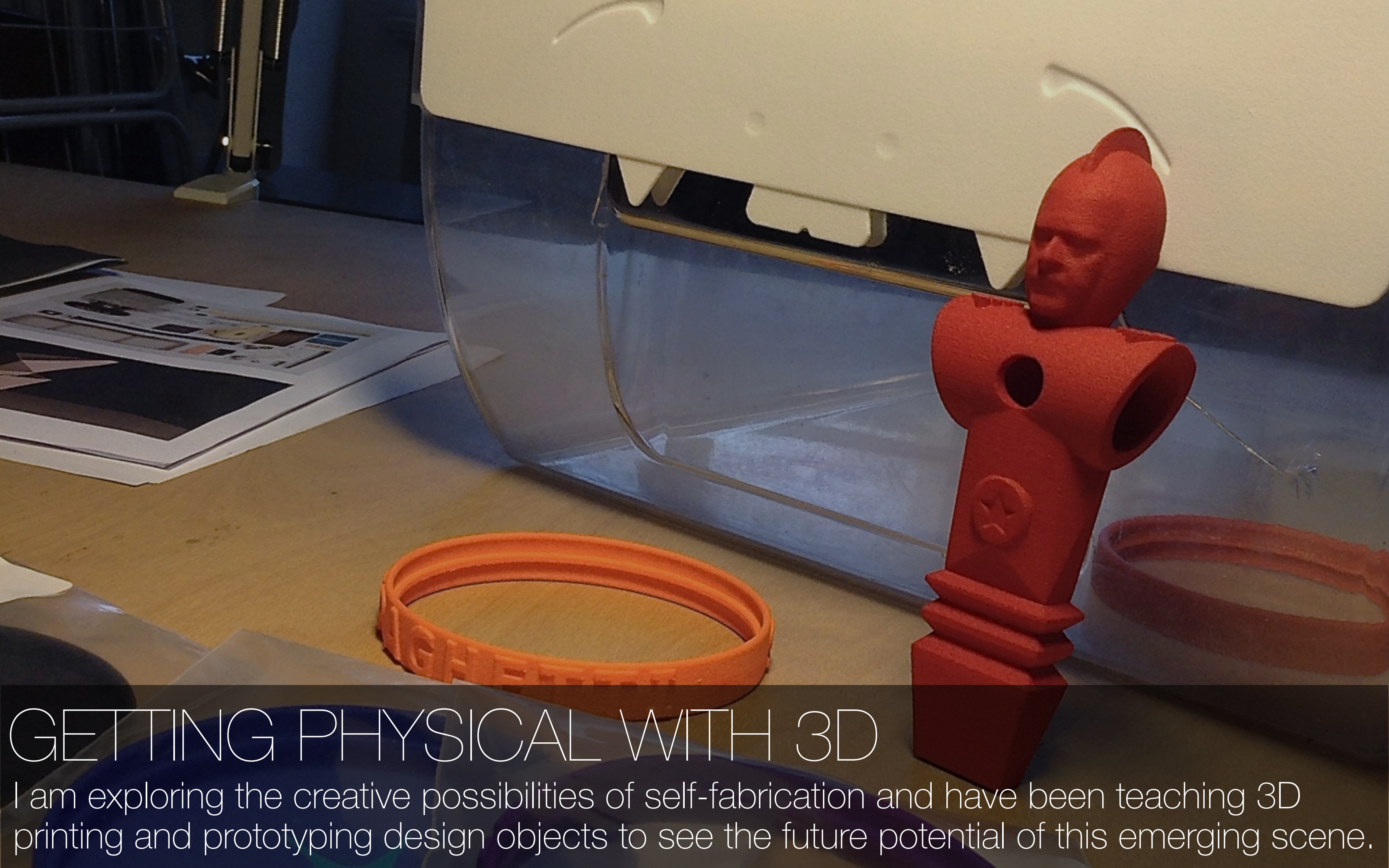
I ♥ BERLIN

€45.00* Cool retro g...
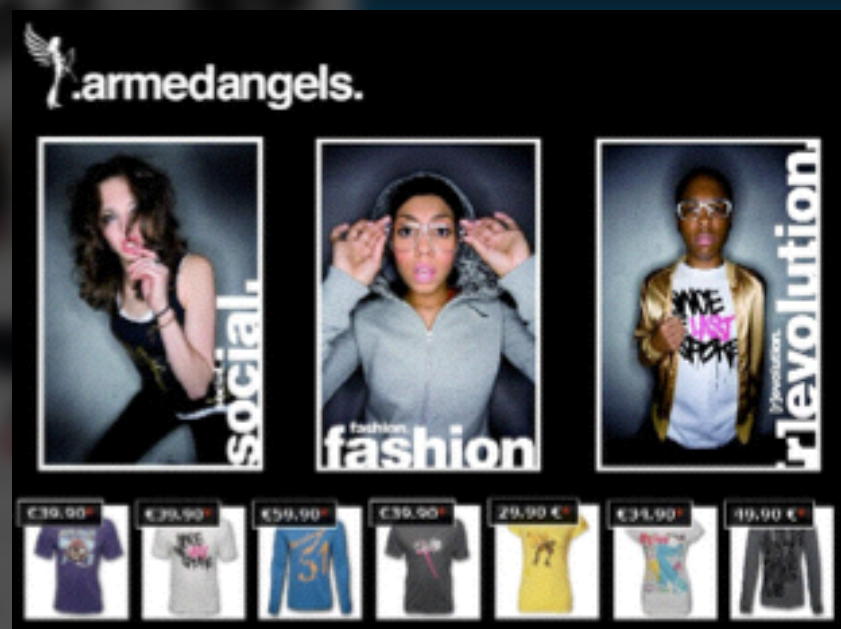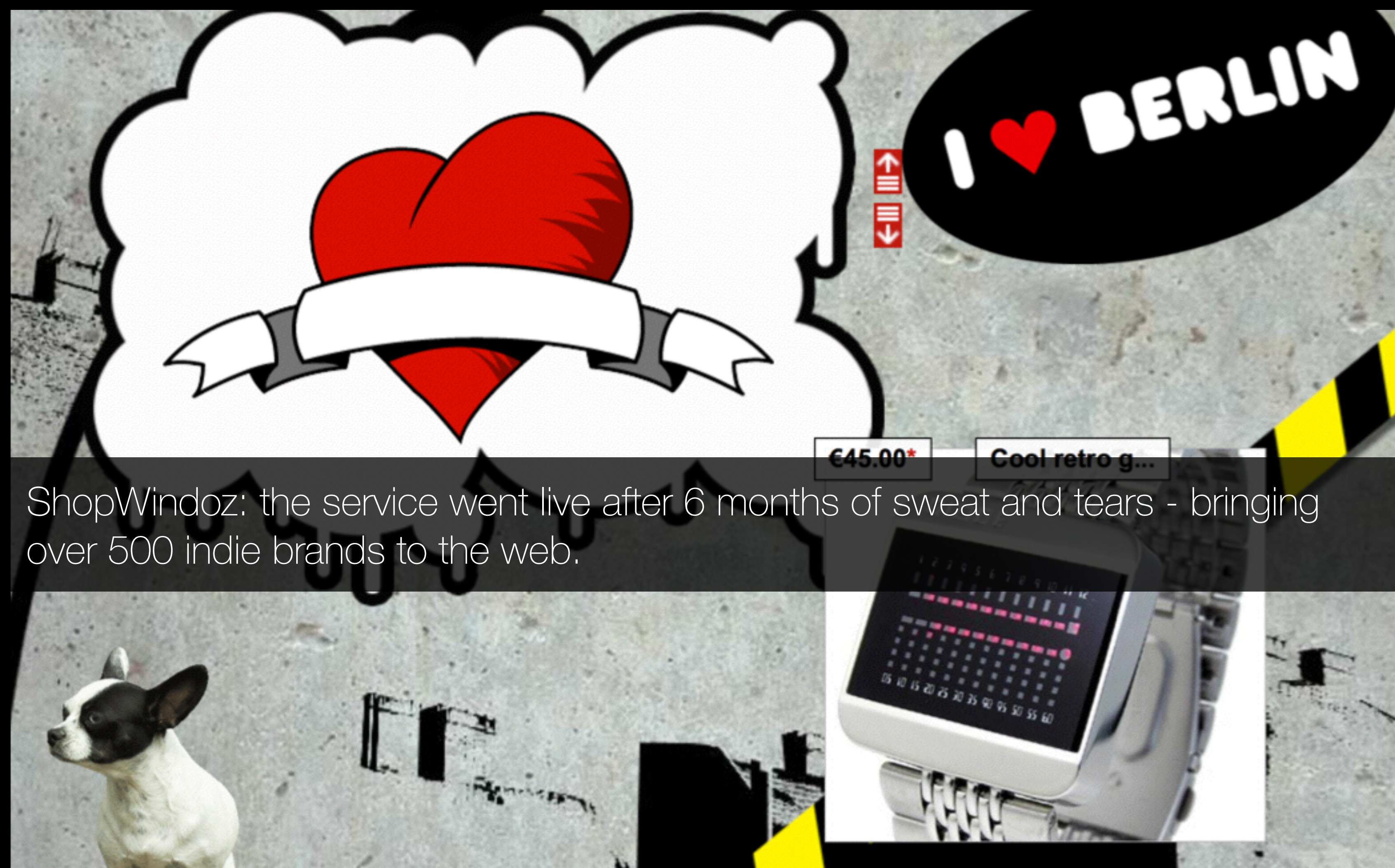
ShopWindoz: the service went live after 6 months of sweat and tears - bringing over 500 indie brands to the web.

WORKING IS NOT WORK
NON-COMMERCIAL WORKS

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.

Project: FIXER
Role: founder and designer
Ongoing

FIXER.

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

Project: Weißensee Kunsthochschule
Role: guest lecturer
2013

weißensee
kunst-
hochschule
berlin

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.