

Darryl Feldman

WORKING IS NOT WORK

MORE INFO @ DARRYLFELDMAN.COM

MY SKILLS IN A NUTSHELL

Strategy

Logic

Analytical thinking



Creativity

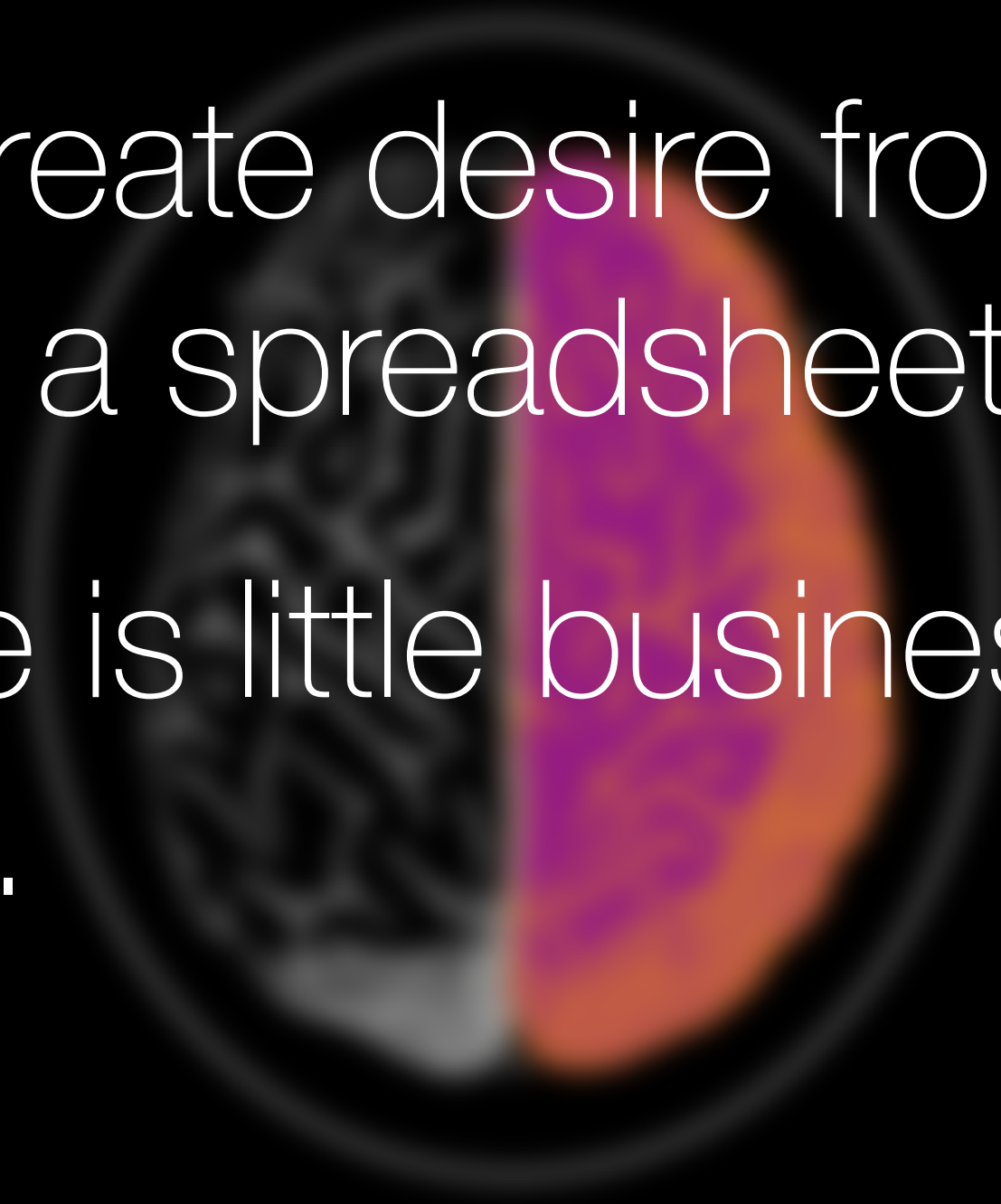
Holistic thinking

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.

VISUAL OVERVIEW

1994



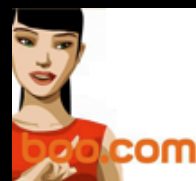
first UK
multimedia guide
to university

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



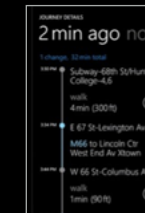
in car
navigation
on a phone

2010



web app
ecosystem

2011



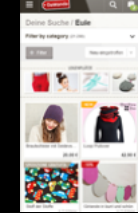
public
transport on
mobile

2012



putting local
business on
the map

2013



handmade
design
market

WORDS OVERVIEW

18+ years of experience specialising in product strategy and development

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

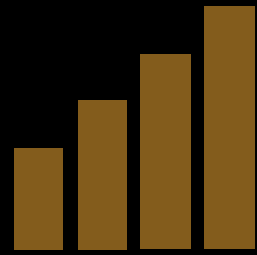
15 years of experience in building and leading teams of up to 80 people

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

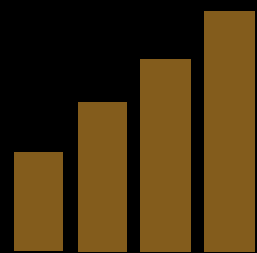
Particular strengths in developing consumer facing products, end-to-end services and hardware / software ecosystems.

Deep experience in helping companies transform themselves and disrupt markets using digital technologies.

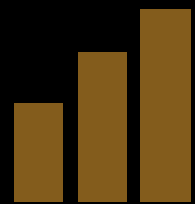
SKILLS OVERVIEW



Product ideation and strategy: 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.



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.



Product development: Leading and mentoring multidisciplinary / technical teams to deliver outstanding quality results. Incorporating agile 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:
Market and user research
Product management / Product owners
UX and visual design
Front and back-end development
QA

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 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 processes for productivity 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.COM

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 I got when walking around the Berlin streets. The idea of ShopWindoZ was born.

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

ShopWindoZ.COM



BROWSE SHOPS

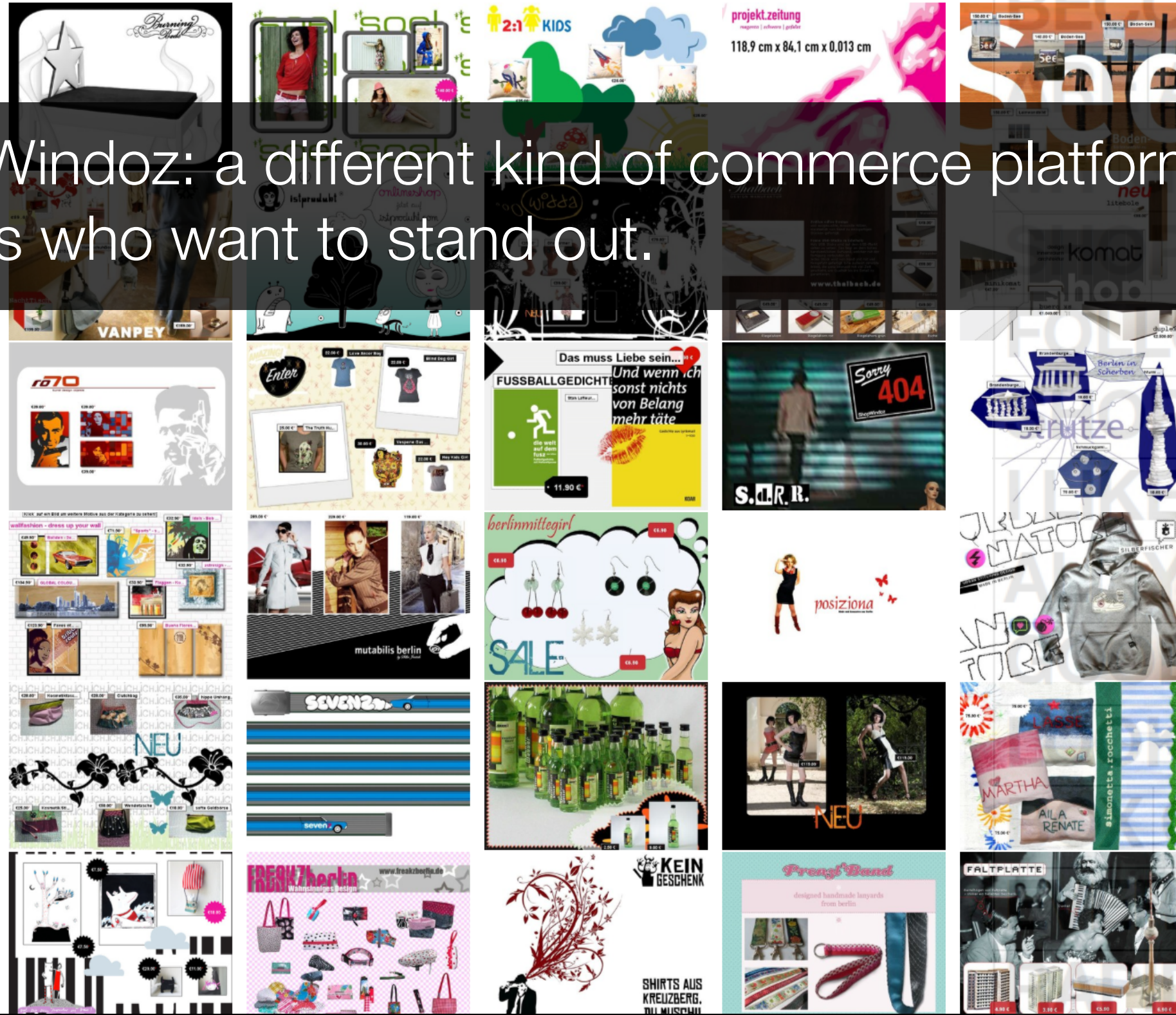
cool art **design** print cartoon necklace acryl silver sixties twiggy mod beat mini dress mary quant a-form courreges vintage steampunk brass chain gift fairy flower
summer shirt berlin **fashion style** schwarz mode top t-shirt organic guertel neuheit modern exklusiv safety belt

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

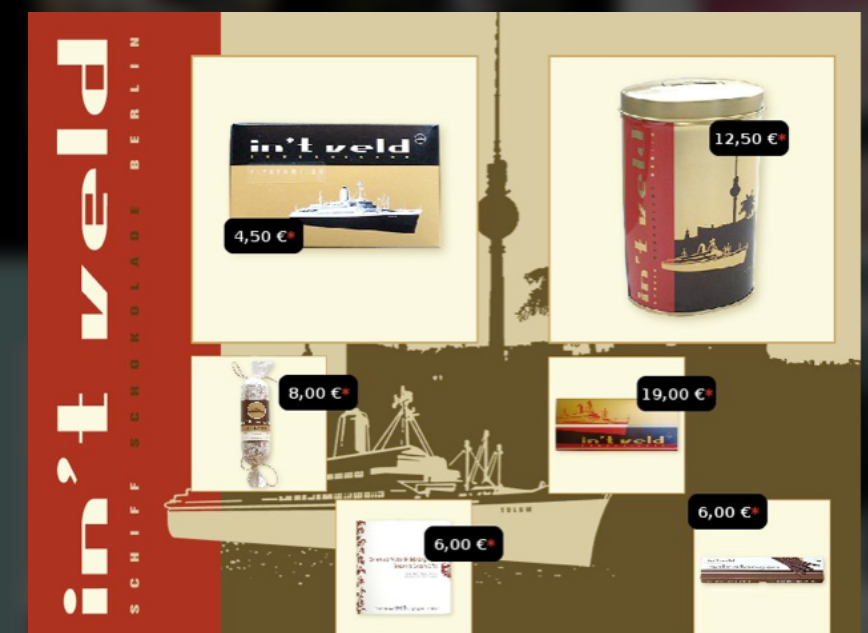
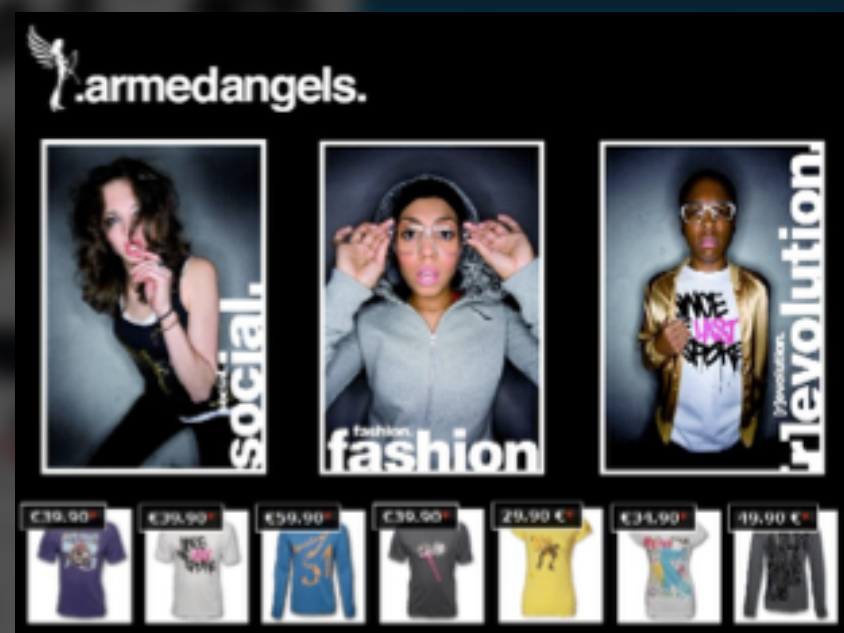
BACKGROUND FURNISHINGS DECORATION/TEXT PRODUCTS

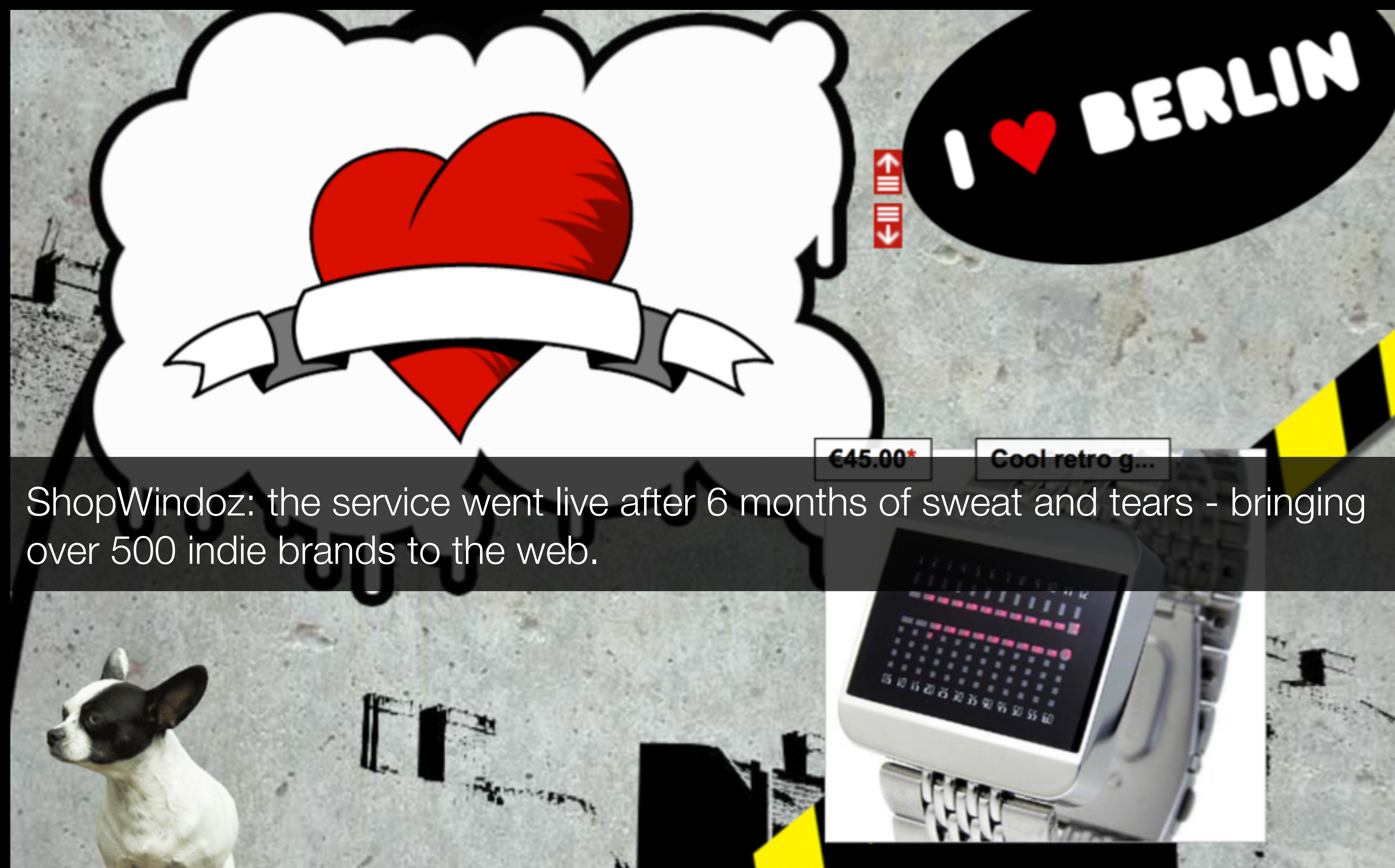
ShopWindoZ: enabling indie designers to build a rich digital presence in a few easy clicks.



cool art **design** print cartoon necklace acryl silver sixties twiggly 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.

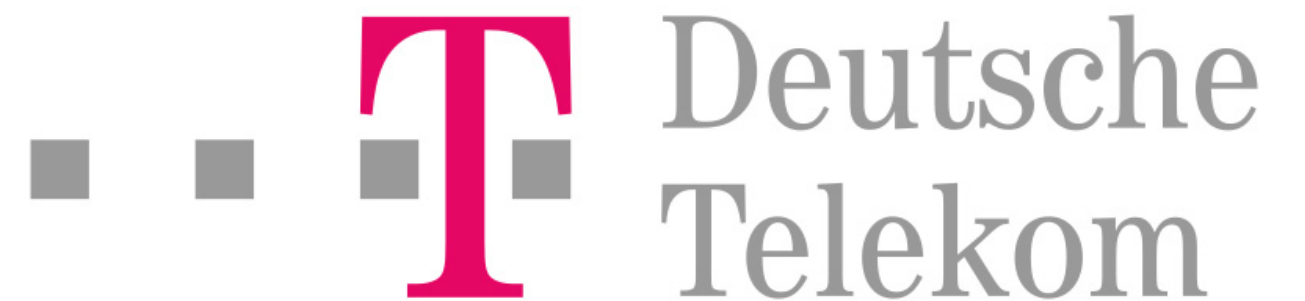




ShopWindo: the service went live after 6 months of sweat and tears - bringing over 500 indie brands to the web.

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 looking at her phone. The train car has overhead handrails and a poster on the wall. The text "CONTENT IN EVERY CONTEXT" is overlaid in large white letters.

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

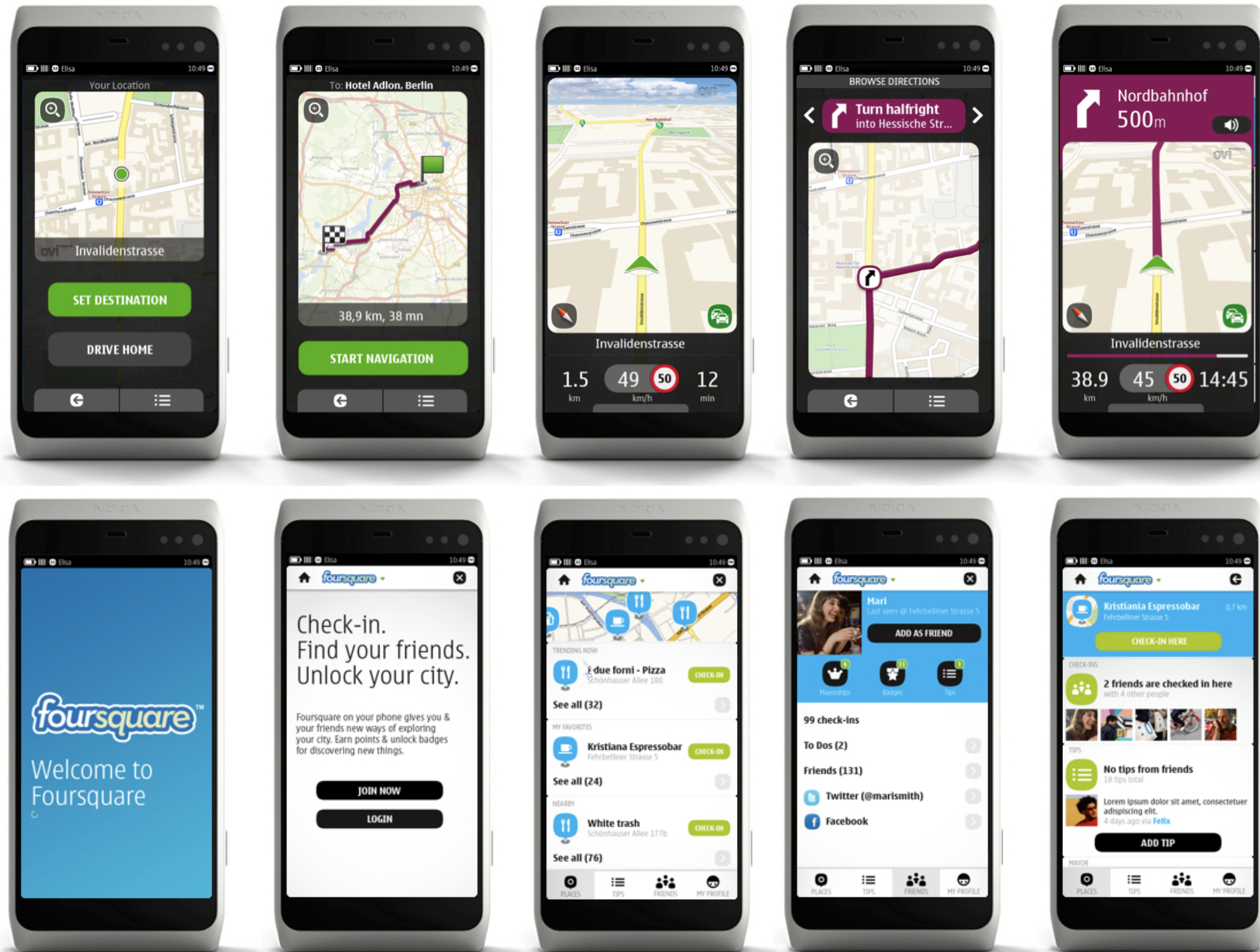
NOKIA

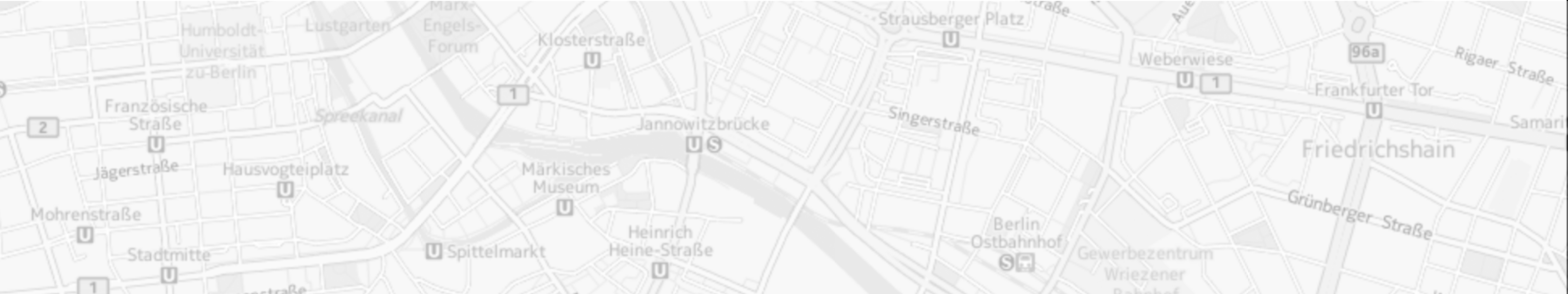


FROM A TO B AND MORE

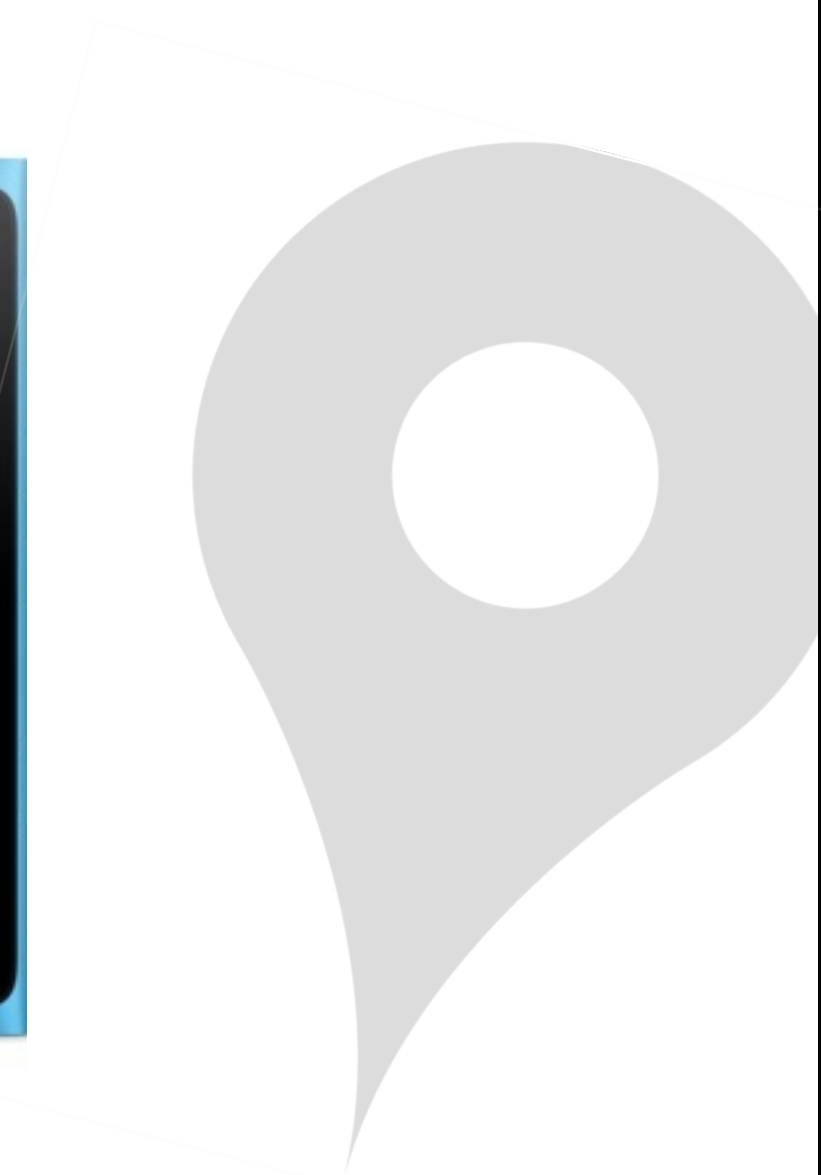
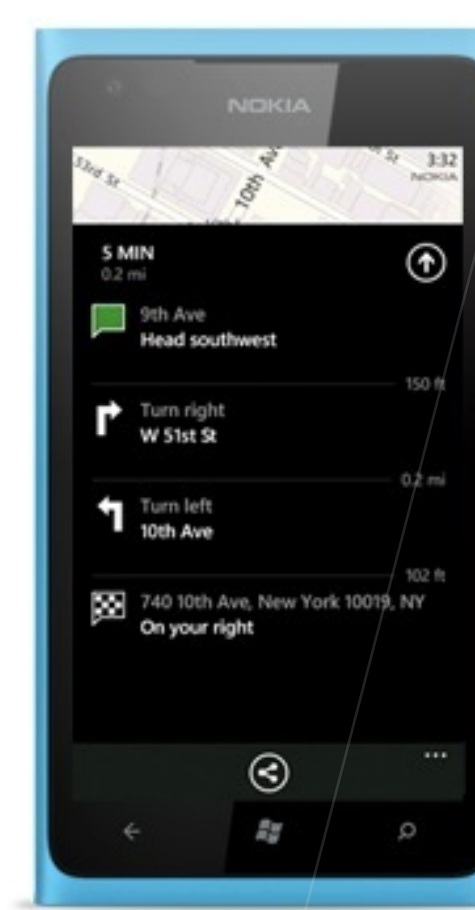
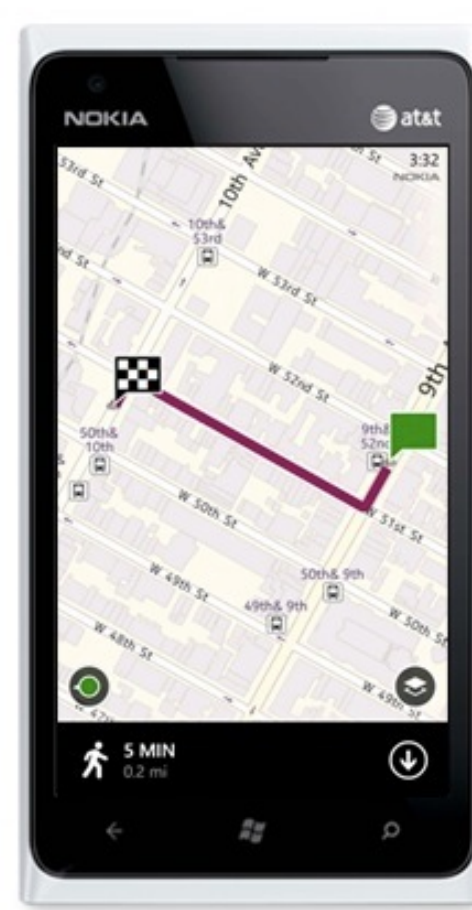
I was head of UX for Nokia location based services, concepting the next generation of services and defining the UI framework and design rules. I was also product lead for a number of services.

mobilising the web: Nokia location based web apps





getting from A to B: Nokia transit apps



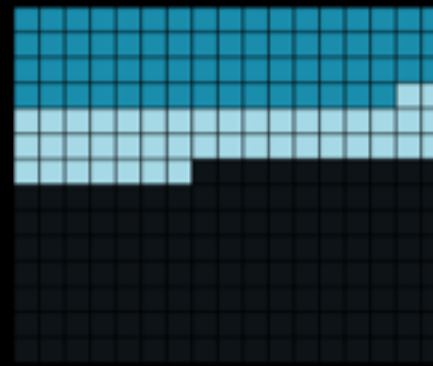
getting local: Prime Place



YOUR NEIGHBOURHOOD SCORE
1,083 / 1,219

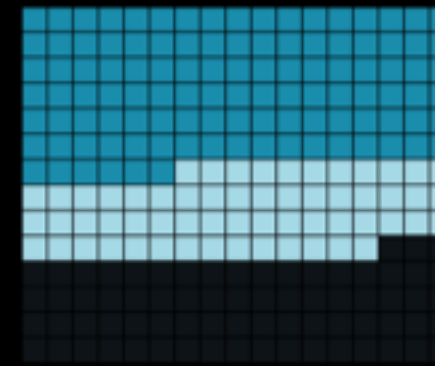
65

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

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

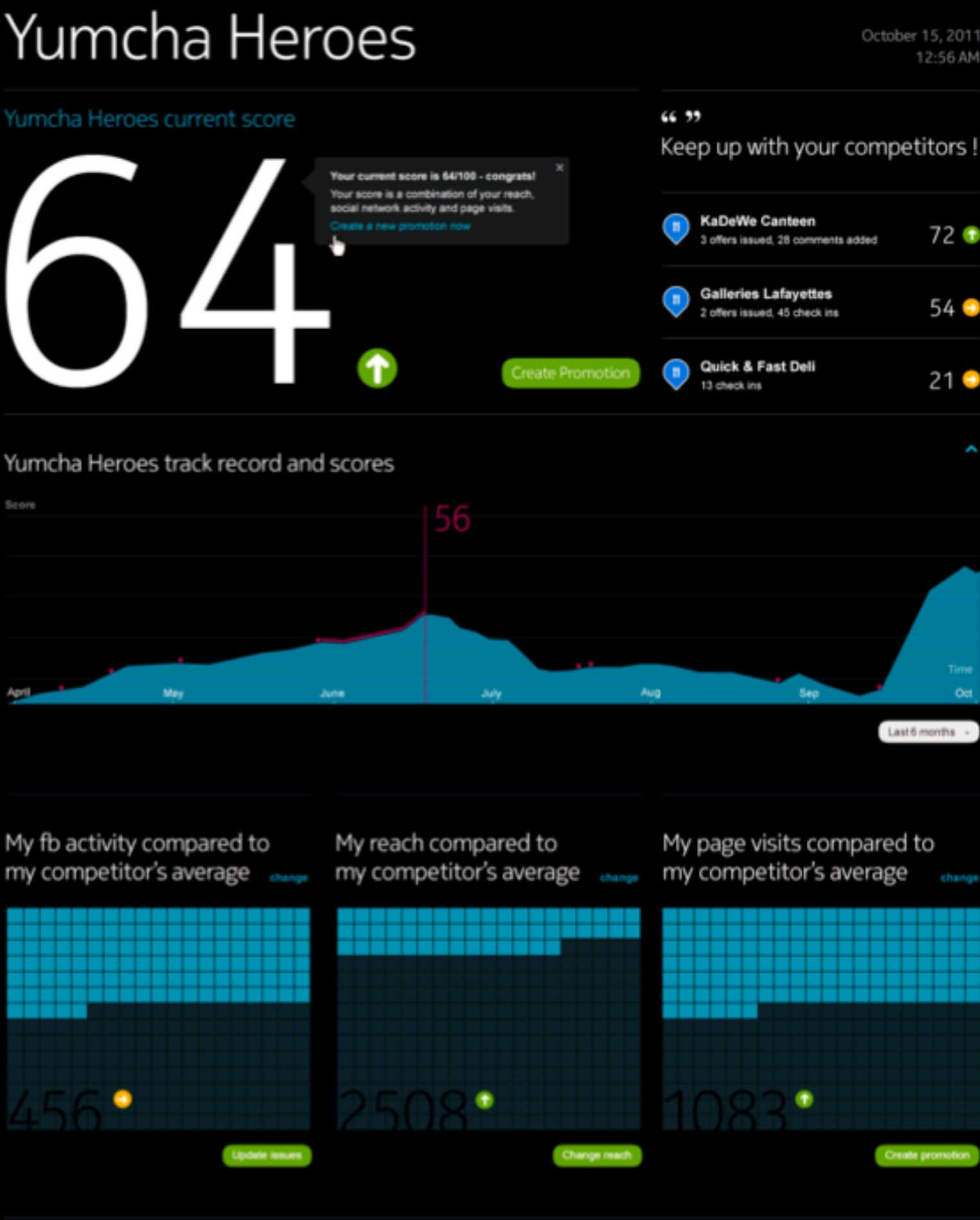
Register

Express Engage Sell Manage Register

Be one of the xxx 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





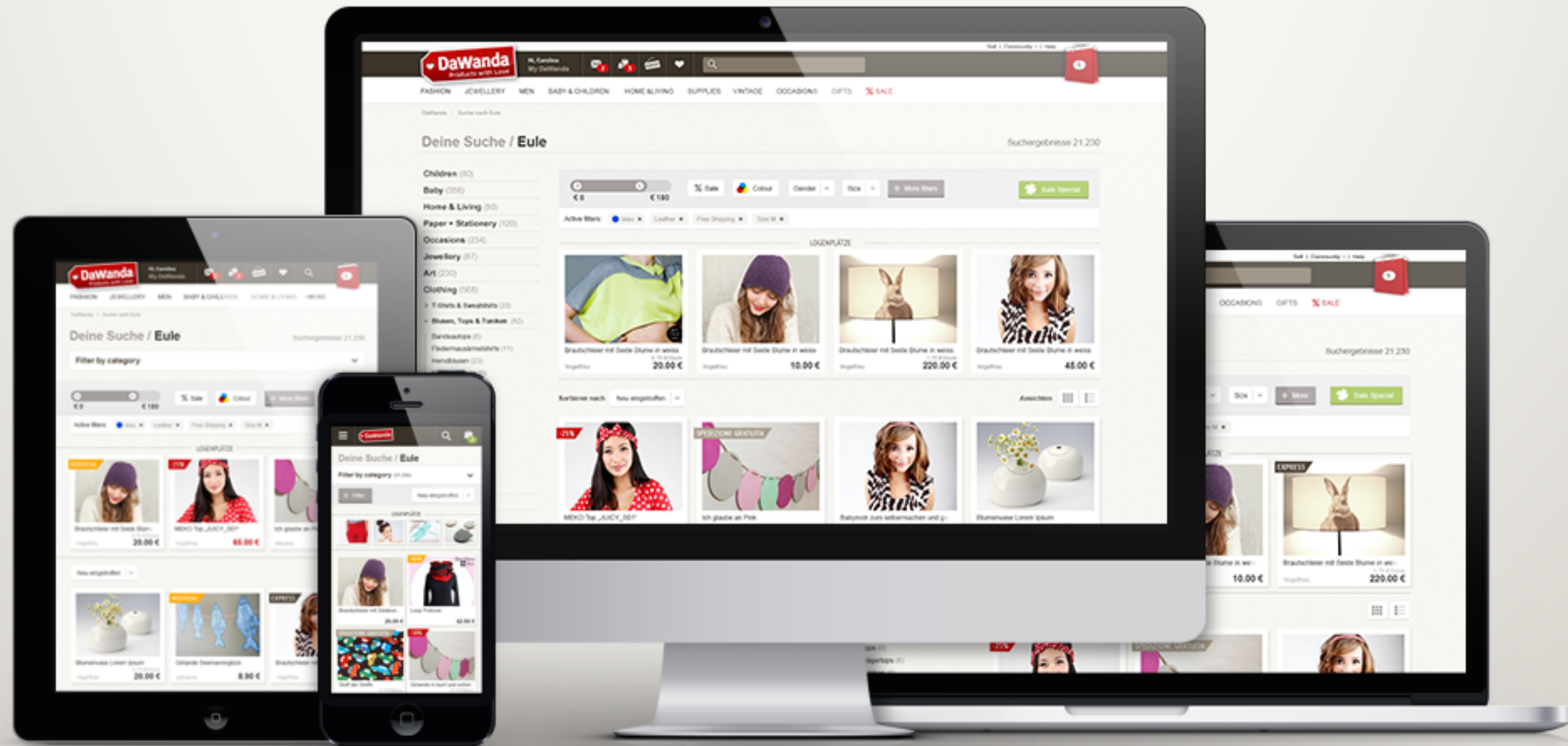
BRINGING DIY TO THE MAINSTREAM

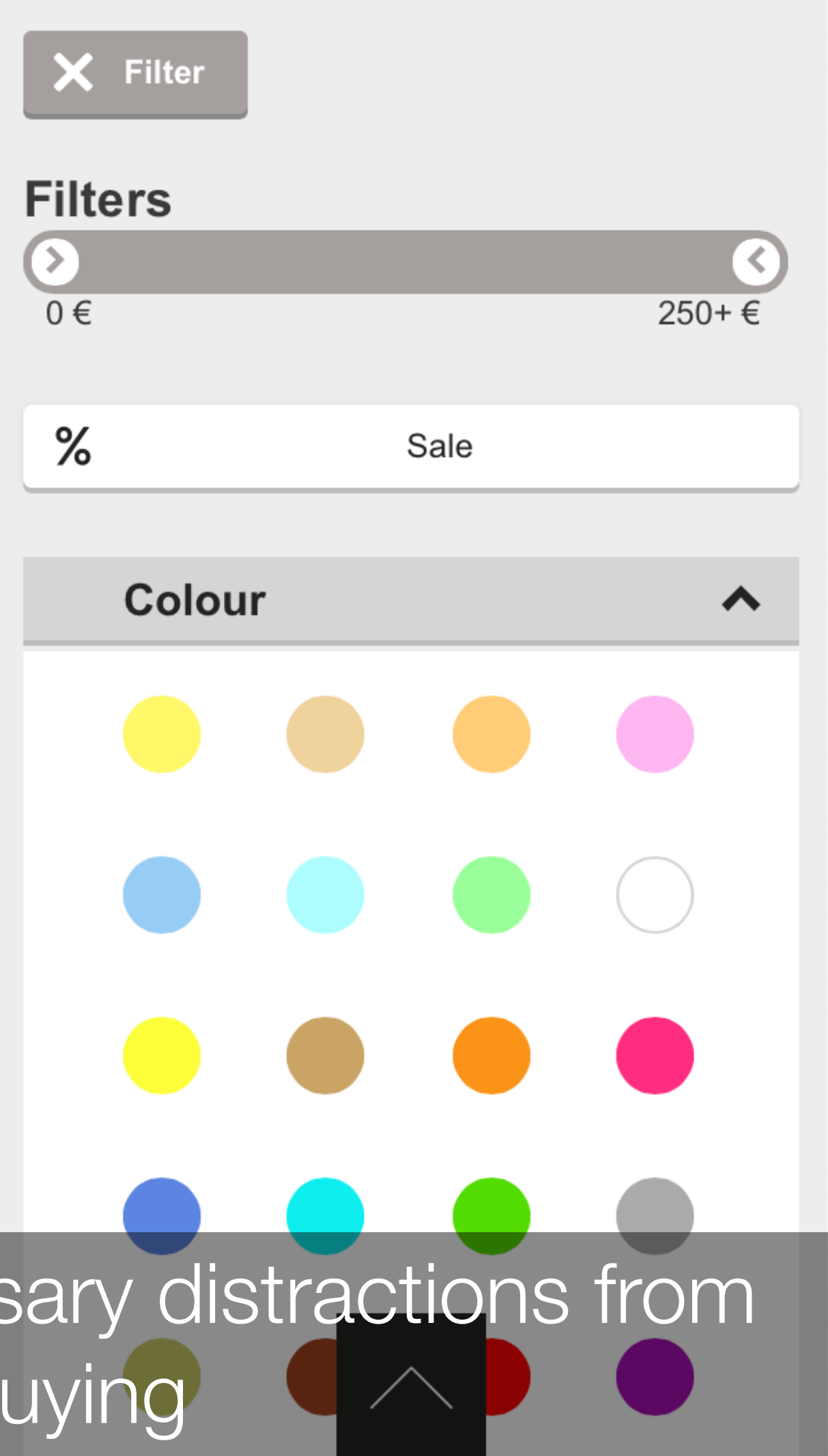
I joined DaWanda as Product Director to lead the re-imagineering of the service to enable the European maker movement to scale.

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

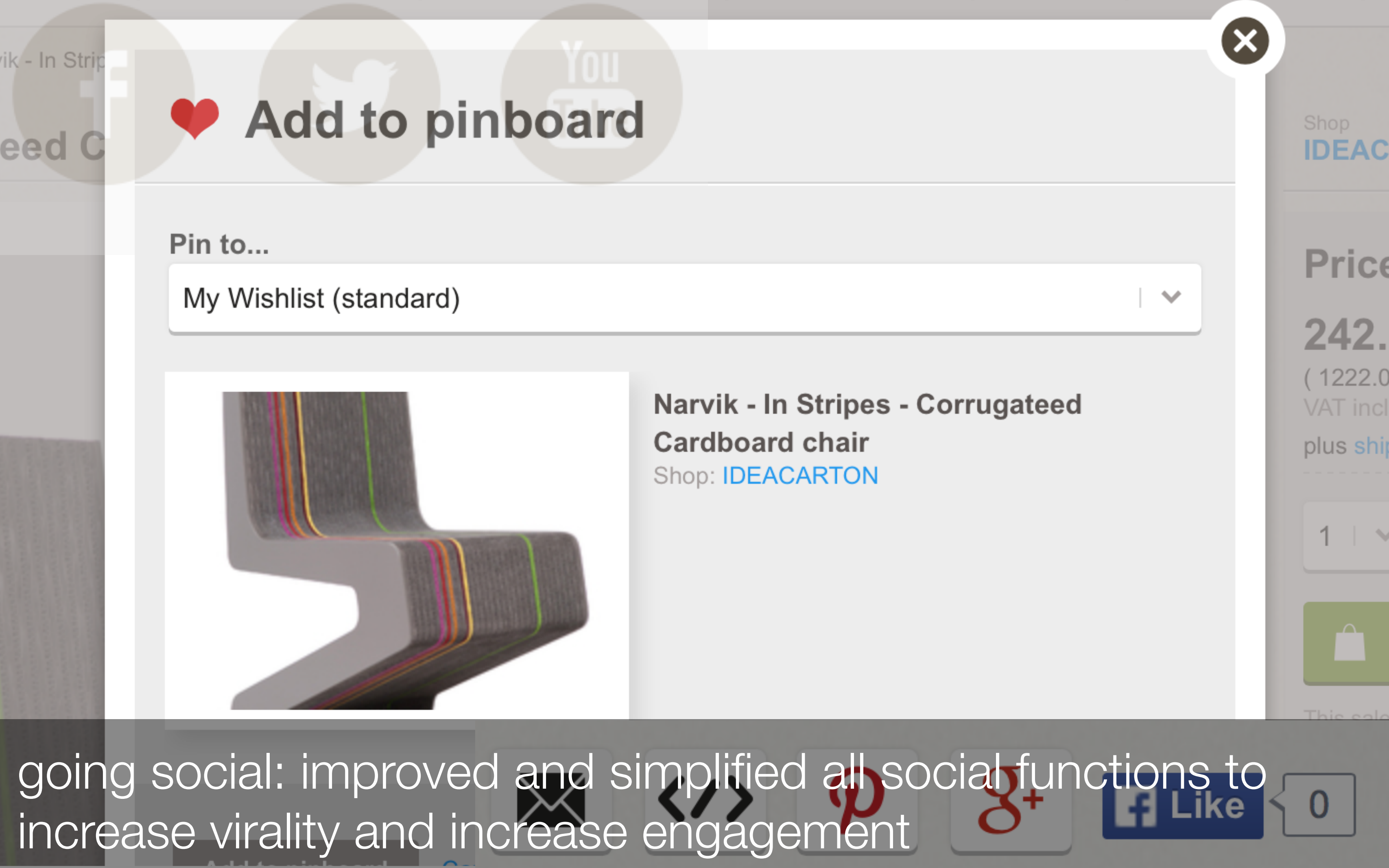


mobile first redesign: to unify presence across all devices and make mobile shopping delightful





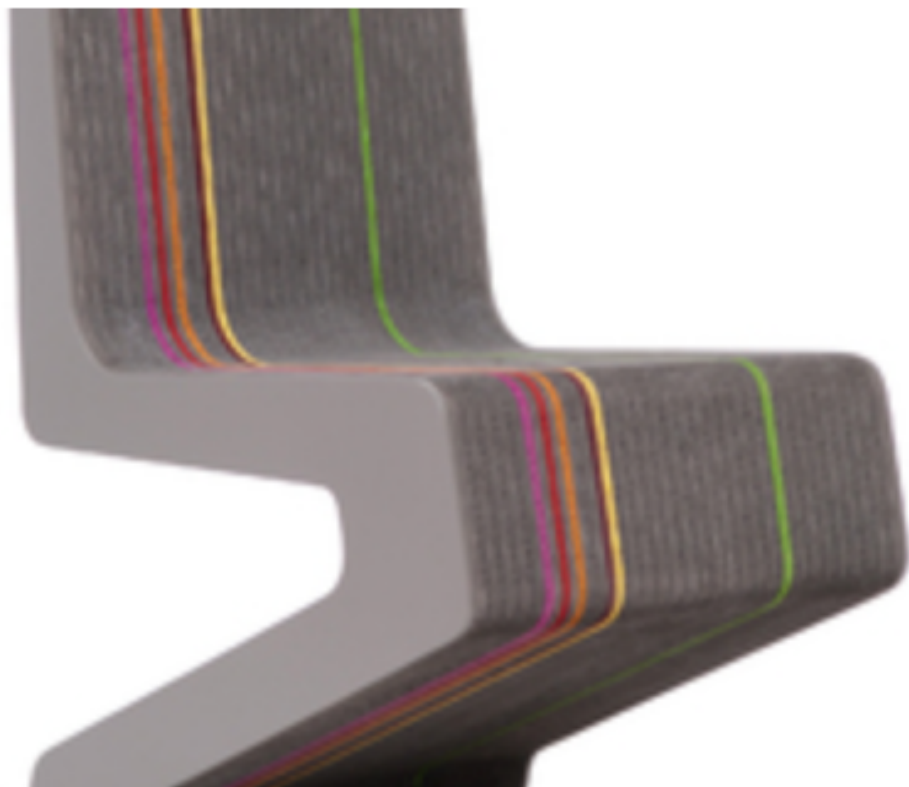
simplified UI: removal of all unnecessary distractions from the core process of discovery and buying



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 [shipping](#)

1



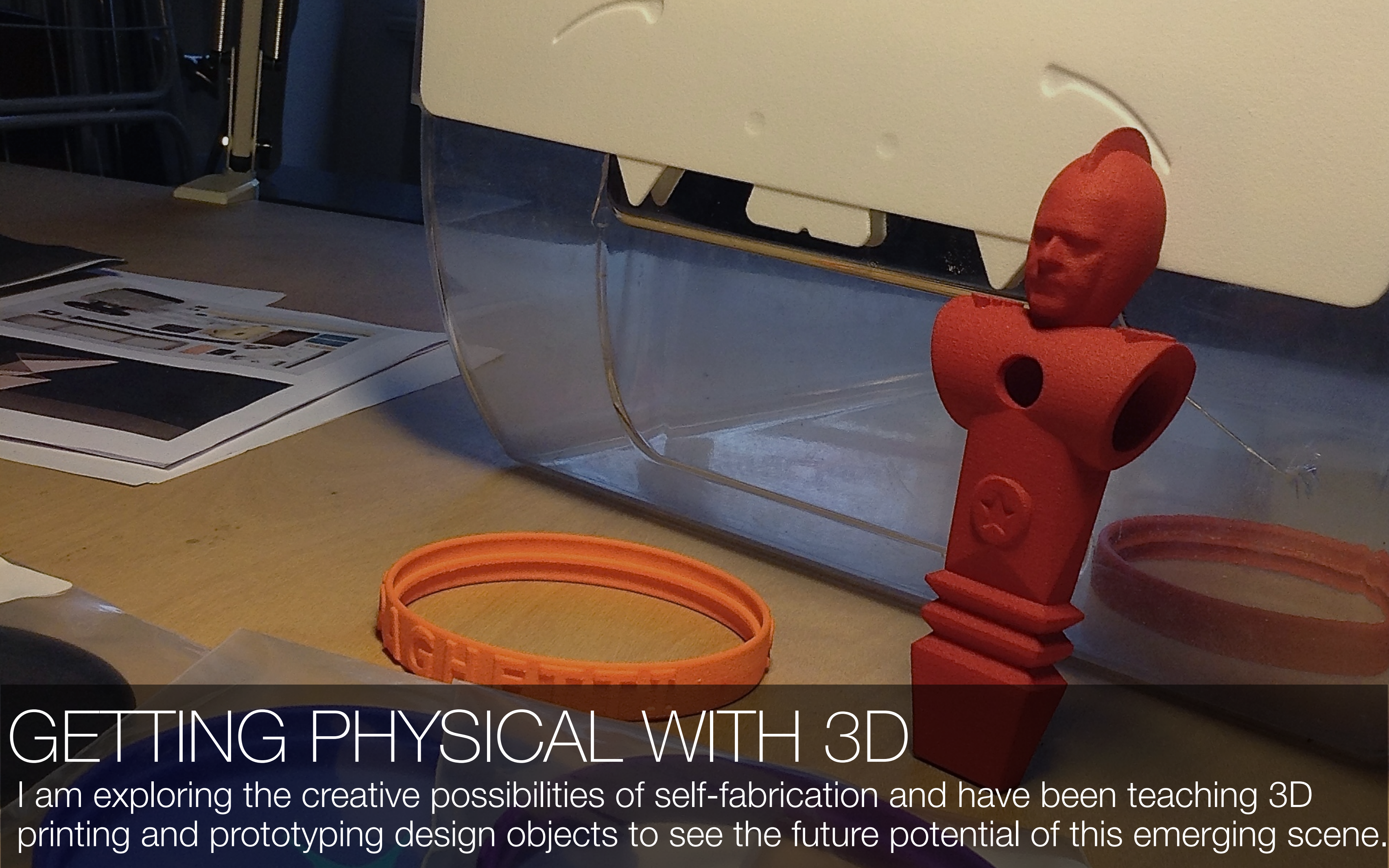
This sale

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



Like

0




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



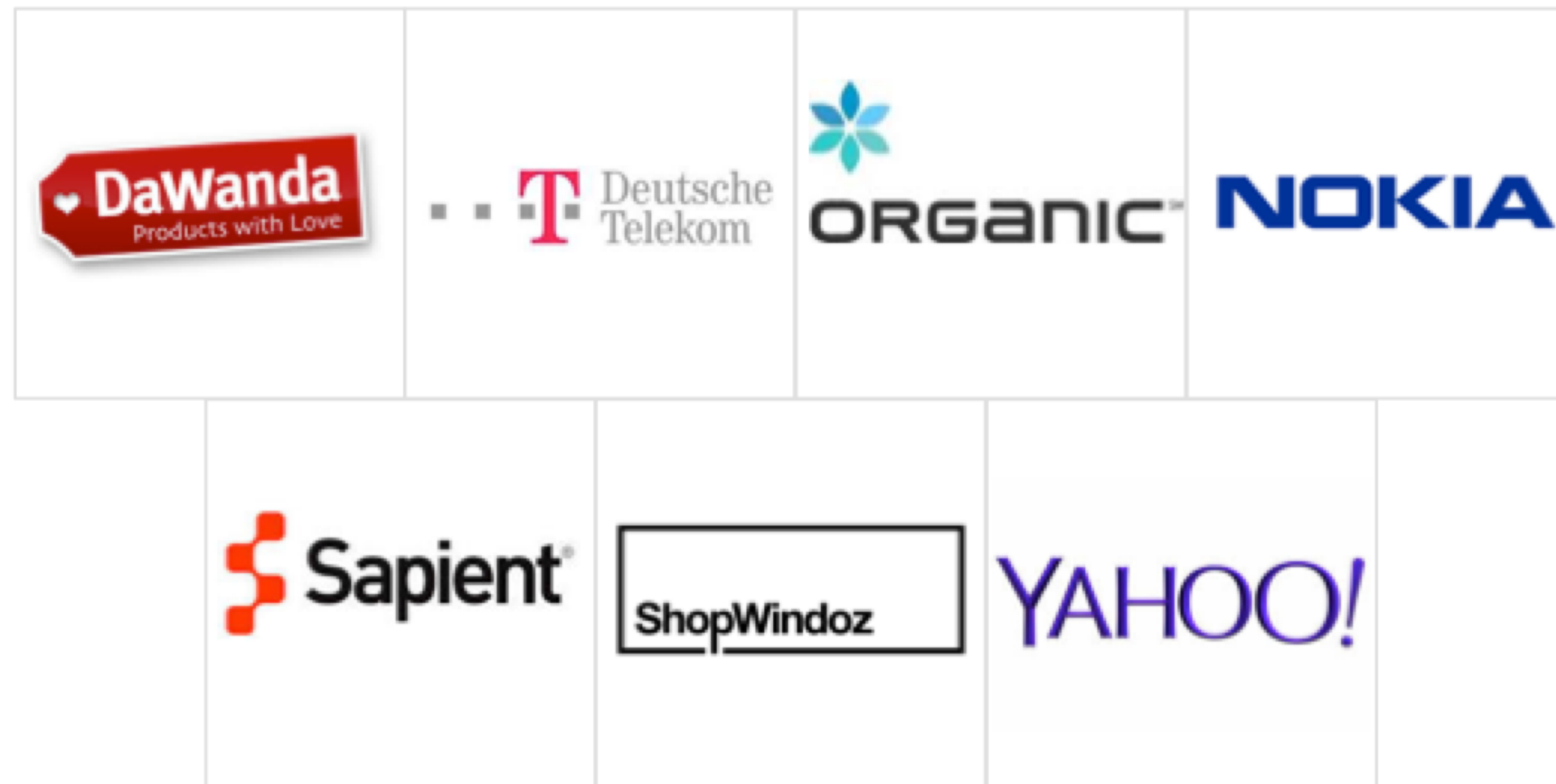
teaching students to make: summer semester at Weißensee
Kunsthochschule, Berlin introduced 3D printing as a viable
entry to market

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...