

Darryl Feldman - Curriculum Vitae

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Nationality British

Languages English (native), basic German



Profile

University Bournemouth, Art and Design (Diploma)
University of the Arts - Chelsea, London (Degree)
University of the Arts – Central Saint Martins, London (Postgraduate Course)

18+ years of experience specialising in product strategy and development with a focus on user experience. An industry expert with a proven track record who has worked for many high profile companies. A thought leader, who has spoken at numerous industry events, contributed to publications and teaches.

7 years of product leadership experience working client side, creating mobile apps and web services for companies such as Yahoo, Nokia and Deutsche Telekom.

9 years creative direction experience working for consultancies and agencies, from developing digital campaigns and social media through to large-scale e-commerce solutions. Companies included Sapient and Organic with corporate clients such as British Telecom, UK Government, T-Mobile, Vodafone and Daimler-Chrysler as well as a number of start-ups.

15 years of experience in building and leading teams of up to 80 people focusing on product management, digital marketing, user experience and software / app development.

6+ years of entrepreneurial experience in start-ups developing business plans, products and services. I founded the Berlin based e-commerce start-up ShopWindoz and led the company as managing director.

Particular experience and strengths in developing consumer facing products, end-to-end services and hardware / software ecosystems. Creating product offerings and frameworks to create opportunities for innovation and growth.

Key skills and expertise

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 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.

Career development

Since 09/12 **DaWanda GmbH** **Product Director**

- Responsible for product strategy, design and execution of new initiatives and features
- Business and product planning - creation and maintenance of roadmaps
- Mobile first – moved platform to new responsive design and leading native app efforts
- Ongoing product performance monitoring and analysis, focusing on marketing, social and CRM mechanics to retain and acquire and new customers and to build our community
- Managing the day-to-day operations of the platform for 7 countries with over 3 Million active members
- Managing agencies and outsource support partners
- Leading agile development teams with a focus on product management, UX and QA – managing people growth
- Growing the DaWanda business to achieve over 100 Mio in sales in 2013
- Developing new feature ideas to grow the DaWanda service and seller ecosystem

03/09 – 08/12 **Nokia** **Director, Location & Commerce**

- Developing ideas and strategies for ecosystems and developing the web app framework to deliver location based services across all Nokia devices and platforms
- Responsible for starting up and running the internal incubator called 'App Labs' initiating new ideas identifying market opportunities and rapidly develop alpha/beta versions of mobile apps e.g. the Nokia Public Transport app which is now one of the most successful public transport apps globally
- Leading UX efforts across Nokia location based services – working in close partnership with Nokia design
- Acting as product owner and leading agile development teams
- Product planning and gaining internal alignment on roadmaps and plans
- Partnering with Microsoft (Bing) to develop location based services on desktop and phone
- Working to onboard 3rd party partners and leading app developers

09/08 – 02/09 **Deutsche Telekom AG (Freelance)** **Head of Content Services Design**

- Developing future content strategies and product concepts with a focus on video, music, photos and gaming
- Working as part of the core 'Products & Innovation' design unit - defining the next generation of Telekom UI and services
- Delivered new Mediacenter service to enable seamless sharing of content across devices and platforms
- Rapid prototyping of apps and selling in of concepts to senior management
- Management of UX and concepting teams
- Collaborating with product teams to influence and drive development efforts

10/06 – 09/08 **tsoosayLabs GmbH** **Managing Director**

- Defined and created the business idea, brand and service concept for ShopWindoz – a highly local e- commerce platform for design-led indie brands
- Secured first wave of funding and support from investors
- Building up the team to develop the platform and manage the business - including design, technical, sales & marketing, legal and financial staff
- Represented the company to the media and in PR efforts
- Launched service after 7 months with a rich catalogue of products from local Berlin indie brands making sales from day one of going live

04/04 – 10/06 Yahoo! Europe
Director of Product Development, Europe

- Part of European product leadership team and global design leadership team
- Extended Yahoo's European product portfolio, which included both developing new products specific to Europe and localising core US platforms
- Developed new services focusing on media, social, search and e-commerce
- Key achievements were the roll out of an improved Yahoo! News platform, Yahoo! Sports, the new Yahoo! homepage and the official FIFA world cup web site
- Close collaboration with US product teams to localise and rollout international products and platforms globally
- Managing the 40 people strong, multidisciplinary UX and development team responsible for user research, design, front-end development and optimisation of Yahoo's global platforms and search technologies
- Partnered with engineering teams to define and shape next generation content management and technology architecture

02/01 – 05/04 Sapient
Director of User Experience, Europe

- Spokesperson for the UX community establishing Sapient's position as a leading company by providing thought leadership and industry profile
- Leadership of the UX domain and practice in Europe, managing the 80 people strong London team
- Partnering with world class organisations to identify new opportunities in their markets and to transform their businesses through use of digital technologies
- Developing new business and growing existing accounts - average size of deals were 2 to 5 million GBP
- Responsible for user research, design and implementation of front end technical solutions
- Project oversight, process development, reviews and quality control, delivery responsibilities as project lead
- Global project experience, spending 9 months working out of Sapient's New York office

Clients: Opodo, Lucent Technologies, Hutchison 3G, UK Government, Vodafone, T-Mobile, Nissan, The Financial Services Authority and BP

01/99 – 01/01 Organic Inc. (part of global WPP network)
Group Creative Director, Europe

- Part of the UK senior management team setting up the first European office, part of the global delivery management team
- Developing award winning, large-scale web sites and online marketing campaigns for both corporates and emerging start-ups
- Creative spokesperson for Organic, writing press articles, making TV appearances, speaking at events and building relationships with educational institutions
- Part of the new business team leading pitches and presenting solutions and ideas to prospective clients
- Building up and managing the 30 people strong creative team in London with skills including art direction, copywriting, interaction and visual design and prototyping

Clients: British Telekom, Daimler Chrysler, Emirates, Hewlett Packard, boo.com, eyestorm.com, Quip!, Etoys, CDNow, Uproar, Petspark, SplashPlastic and Law.com

**01/97 – 12/98 Clarity
Creative Director**

- Overseeing all creative work, developing e-commerce solutions and online marketing campaigns for start-ups as well as large corporate clients
- New business development including developing pitch ideas and presentations as well as presenting to and closely liaising with clients
- Developing creative ideas and concepts as well as marketing campaigns and strategies
- Managing the 20 people strong creative and front-end technology team, growing it into a profitable unit, producing award winning digital creative work. Recruiting staff, setting targets and managing performance.

Clients: The Carphone Warehouse, The Financial Times, Abbey National, Railtrack, British Telecom, RSPB, NatWest Bank, Royal and Sunalliance, Glaxo Wellcome, Waterstones, Fujitsu, Hutchison Telecom, Dolland and Aitchison

**05/94 – 10/96 Hobsons Publishing PLC (a subsidiary of the Daily Mail Group PLC)
Head of New Media**

**03/92 – 04/94 Project Multimedia
Multimedia Producer**

Education

1991-1992

- 1982-1985 University of The Arts London (Chelsea)
BA (Hons) Degree in Graphic Design (passed with 2.1)
- 1980-1982 University Bournemouth, Art and Design
DATEC Diploma in General Art & Design (passed with merit)
- 1975-1980 Beaminster Comprehensive School
O' Levels (passed: English, Art, Biology)

Vocational Training

- 2012 Agile product development – Nokia
Agile coaching and training for product owners
- 2006 Executive coaching – Yahoo!
Programme to extend leadership and communication skills
- 2002 Consultative Selling - Sapient
Course to develop consulting and client management skills
- 2001 People Management - Sapient
Course to develop mentoring and management skills
- 2000 Media Training – Organic
Course to prepare for media communications and presentations

Awards

BIMA, The Directory Publishers Association, London International Advertising Awards, Revolution Magazine Awards

Speaking Engagements

- 09/11 Designing Micro experiences, MobX, Berlin
- 12/10 Humanistic Design, TEDxKreuzberg, Berlin
- 06/10 Creating Products that People will Love, ProductCamp Berlin, Berlin
- 11/08 Design 2.0, WebTech 2008, Darmstadt
- 11/08 User Experience for Dummies, World Usability Day, Berlin
- 2006 The Future of Advertising, International Advertising Association (IAA) summit, London
- 2006 Web 2.X, European Networking Group
- 05/05 Predicting the future, BIMA, London
- 12/04 European Consumer Trends, Yahoo! Global Product Summit in Hong Kong
- 11/03 Design as a Catalyst for Change, BIMA, London
- 08/02 Speaker and judge/advisor, DIS2002, London
- 05/01 Branding Experience, Advance for Design, The Design Council, London
- 11/00 Creating Modular Design Systems, British Computing Society, Guildford
- 11/00 Designing Systems, Advance for Design, The Design Council, London
- 03/00 Design Artifacts, Advance for Design, Design Council London
- 01/00 The Future of Online Branding, Interbrand, Amsterdam
- 11/99 Designing User Interfaces for Mobile Applications, Inmarsat, London
- 03/99 Designing for Interactive TV/Interactive Branding Techniques, London

Academic Work / Teaching

- 05/13 Weißensee Kunsthochschule, Berlin, - '3D printing and self-fabrication' developing course / project and teaching
- 05/12 Weißensee Kunsthochschule, Berlin, - 'Re:Place' developing course / project and teaching
- 06/11 Weißensee Kunsthochschule, Berlin, - 'iTrails' developing course / project and teaching
- 05/11 Weißensee Kunsthochschule, Berlin, - 'Design and Ecosystems' lecture
- 06/16 London School of Economics, - 'Meet the media' panel debate
- 05/05 London School of Economics, - 'Internet best practices – Globalisation media strategies' lecture
- 2002 The Surrey Institute, - 'Dancing with Strangers – Making Multidisciplinary Teams Work' lecture
- 02/00 Middlesex University, London, February 2000 – 'The Development Diary of a dot com' lecture

Further Publications and Public Appearances

- Books The Digital Turn - (eLab Weißensee Kunsthochschule) 2012
- Design Management - (Ava Academia) 2006
- Publications New Media Age Creative, New Media Age, Cre@te, Marketing, Campaign, Revolution, Design Week, Webspaces, Digit, Creative Review, Art and Design (Japanese)
- Television BBC Knowledge 'Computers don't bite', Sky Digital 'Designing a web site'