Hello—

My name is Daniel, and I'm a London based Product Designer.

Good design solves problems. It grows with time and helps answer the question: how do all these things fit together?

Good design is centered around business objectives, just as much as it's centered around the 'whys' behind user pain-points. It's great to know there's a user issue, but it's even better to know 'why' that's an issue.

Product design helps determine if that 'why' is something our business can help change, if that's the right 'why' to fix, and what success looks like for that 'why.' We work with the entire business to determine the right features to overcome that 'why.'

Success isn't avoiding failure, it's overcoming it as quickly as possible.

Through a Lean process of validating / disproving hypothesis, I work with users to help them easily achieve their goals. I think and plan strategically to design across the full lifecycle of the UX process: from research to prototyping, and usability testing to UI, I aim to deliver value at every user touchpoint.

As interfaces and technology change, the time-proven process of User Experience remains strong. I use process to achieve tangable and intangable outcomes to shape business culture, current products, or create a scalable foundation for future products.

Whether it's facilitating company-wide design workshops, pulling teams together to rapidly ideating suggestions, or teach the fundamentals of Product Design, I encourage every employee to take part in the design process.

Everyone is a designer, the 'product designer' simply provides a structure for moving forward together.

Thank you for your time, and I look forward to hearing from you!
Daniel Kemery

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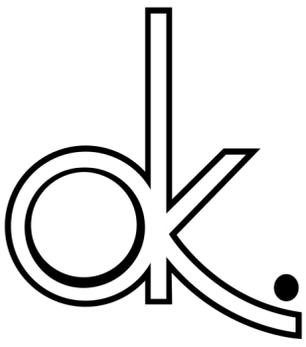
Ve Global | Senior product designer — Jan 2017 - Current

- Planning and facilitating company-wide design workshops: design studios, project kick-offs, retrospectives, and stakeholder interviews
- Leading end-to-end (data heavy) global projects: briefing to design, testing to iterating, and development to client roll-out
- Mentoring junior product designers (and graphic design team) through hands-on project experience and upskill workshops
- Shifting company culture from waterfall methodologies to Lean, agile, and 'design-lead' thinking

Experience Haus | Lead instructor and co-founder — Jan 2017 - Current

- Teaching students from multiple disciplines the 'Double Diamond' design process through an effective 10-week, face-to-face program
- Breaking down abstract design tools and processes into simple to grasp concepts
- Other select responsibilities: branding, creation of digital / print marketing material, conference organisation, and radio host

General Assembly | Instructor and associate instructor — May 2016 - Jan 2017

- Regularly delivered talks and lectures to those interested in User Experience (UX) Design and design career opportunities
- Courses included: UX immersive, one-week UX bootcamp, UX part-time, UX 101, and two-day UX bootcamps

Cohaesus | UX designer (contract role) — Nov 2016 - Jan 2016

- Lead multiple client facing workshops to understand stakeholder expectations
- Worked directly with in-house / external development teams
- Frequently pulled usability testing insights and regularly presented findings

Fishbowl Marketing | Social media manager, UK — Nov 2014 - May 2016

- Spearheaded Fishbowl's UK initiative while working within an agile team dedicated to culturally adapting Fishbowl's US success to the UK market
- Crafted unique, digitally-focused monthly marketing plans involving: visual design, email / social media strategy, copywriting, and personalisation techniques

I am a London based product designer focusing on design education.

Working alongside people, I solve problems through Lean methodologies.
I design with functionality, growth, and simplicity in mind.

Main strengths: design strategy, workshop facilitation, wider design education, and including users throughout the design process to achieve business goals.

Design tools
Workshop facilitation
Sprint / Lean UX
Prioritisation
Hypothesis statements
HMW statements
MVP iteration
Stakeholder interviews
Public speaking
Experience mapping
Affinity mapping
Usability interviews
Jobs-to-be done
Branding
Copywriting
Atomic design

Design software
Sketch
InVision
Keynote
Zeplin
Google drive
Adobe Suite
Confluence

Languages
English | Fluent
German | Fluent
HTML / CSS | Basic

Hobbies
Music curation
Cycling and IPAs
Street art / fashion
Interior design
Videography
Entrepreneurship
Marathon running
Blogging

Areas of design interest
Autonomous vehicles
Online banking
Music
SaaS platforms

Education
American University | 2014
General Assembly | 2016