Daniel Herman

Creative Director | Product Designer

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SKILLS

PRODUCT DESIGN

- UX & UI Mobile App Design - 9 yrs
- UX & UI Web Design - 19 yrs
- Responsive & Adaptive Design - 8 yrs
- Low & High Fidelity Wireframes - 19 yrs
- Static & Interactive Prototypes - 9 years
- User Stories & Personas - 4 yrs
- Stakeholder Interviews - 5 yrs
- Journey Maps - 5 yrs
- Site Maps, User Task Flows - 19 yrs
- Logo Design & Branding - 24 yrs
- Page Layout & Print Design - 24 yrs
- Illustration & Storyboarding - 24 yrs

PLATFORM DESIGN EXPERIENCE

- Web (HTML, CSS) - 20 yrs
- Bootstrap - 6 yrs
- WordPress - 15 yrs
- Web Apps - 9 yrs
- Android - 9 yrs
- iOS/OSX - 9 yrs

SOFTWARE

- Sketch - 4 yrs
- Zeplin - 3 yrs
- XD, InVision - 3 yrs
- Axure - 6 yrs
- Illustrator, Photoshop, InDesign - 20+ yrs
- Flinto, Principle, Overflow - 1 yr

INTERPERSONAL

- Adapts to fast-paced environments
- Team player and self-starter
- Enjoys in-office & remote teams
- Clear communicator
- Thrive in a multi-tasking environment handling multiple projects at once
- Forever curious and passionate about all aspects of design and technology

EXPERIENCE

Haneke Design, Tampa, FL

Associate Design Director - Design Ops | 2014 - Present Day

- UI & UX lead for web & native applications (iOS & Android)
- Writing user stories & Scrum planning
- Logo & brand design for start-ups
- Gather business & user requirements from clients/stakeholders
- Create product strategies for MVP and subsequent releases
- Create marketing strategies for app launch and retention

- Create functional documentation for developers
- Performing design QA to make sure the product is ready for user acceptance
- Assist with Project Management's daily duties, as well as running client presentations, budgeting, and resource allocation
- Creating new design processes & procedures as well as assessing new tools & best practices
- Mentoring Jr. Designers

Haneke Design, Tampa, FL

Senior Designer | 2010 - 2014

- UI & UX lead for web & native applications (iOS & Android)
- Front end dev for web & iOS
- Logo & brand design
- Gathered business & user requirements from clients/stakeholders
- Created product strategies for MVP and subsequent releases
- Creation of spec & functional documentation for developers
- Assisted in running client presentations
- Researched new design processes & procedures

FKQ Marketing, Clearwater, FL

Associate Creative Director - Interactive | 2008 - 2010

- UI & UX lead for web & email campaigns
- Front end dev for web & email campaigns
- Email marketing, Brand Identities, and Print design
- Created product strategies for brands
- Creation of spec & functional documentation for developers
- Assisted with client presentations, sales pitches, and project management
- Created new design & dev processes & procedures
- Managed a team of interactive designers

FKQ Marketing, Clearwater, FL

Senior Art Director | 2004 - 2008

- UI & UX lead for web & email
- Front end dev for web & email
- Brand & Print design
- Creation of spec & functional documentation for developers
- Assisted in running client presentations & sales pitches
- Created new design & dev processes & procedures
- Motion graphics & video design

AutoTrader Classics

Senior Designer | 2002 - 2004

- Designed ads for Auto Trader Classic catalogs & reproduction of artwork
- In charge of special design projects for the Sales & Marketing team

The LeftSide Inc.

Creative Director | 2001 - 2002

- Website design, flash animations and web development for internet start-ups
- Logo design and Brand strategies

ACQ Ventures, Tampa, FL & San Francisco, CA

Lead Designer | 1999 - 2001

- Website design, flash animations, and development for internet start-ups
- Logo design and Brand strategies

AEC One Stop Group, Inc., Ft. Lauderdale, FL

Designer | 1999 - 1999

- Designed ads and page layout for a music distributors weekly publication

Microwarehouse, Norwalk, CT

Desktop Layout Artist | 1997 - 1999

- Designed ads and page layout for a computer parts distributor monthly catalog

Fluid Digital Graphics, Ft. Lauderdale, FL

Designer | 1995 -1997

- Designed flyers, ads and magazine design for various weekly or monthly events
- Pre-press and test presses

EDUCATION

Art Institute of Ft. Lauderdale

Associates Degree of Science | 1994 - 1996

- Emphasis on Graphic Design & Visual Communication