



DANIEL SIMON

Lead Creative Product Designer

Meet Mariendalsvej 55C, 3mf
Frederiksberg - DK

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Visit danielsimon.dk

EDUCATION

Bachelor at Advertising & Marketing
PUCRS - Brazil

SKILLS

**Leadership, Creative Spirit,
Team work, Organization,
Fast-learning, Self-motivated
and Pro-active.**

Creative Direction, Graphic Design,
UX and UI Design, Marketing,
Strategy, Branding, Strategy,
Illustration, Game Design and
Motion Design.

REFERENCES

Nicolai Fogh
Chapter Lead at YouSee

Pernille Strøm
Creative Partner at Hjaltelin Stahl

MAIN ACHIEVEMENTS

As a Lead Designer at YouSee I was responsible for having a holistic view of the brand digital design coherency and efficiency across Yousee's multiple customer journeys and flows throughout all its digital channels and touch-points.

- Successfully created and implemented a Design System Platform, building the business case and creating a governance model, to facilitate a redesign process in an Agile Organisational structure.
- Lead and coach designers to maximise their creative expression and potentialise their fast growth helping the company design reach a higher level of excellence.
- Help creating a strong digital brand presence online focused on a customer-centric approach.

EXPERIENCE

Current
Senior Product Designer at Vivino
vivino.com

2020
Lead Designer at TDC Erhverv
tdc.dk

2017 - 2020
Lead Designer at YouSee
yousee.dk

2017 - 2015
Digital Art Director at Hjaltelin Stahl
Digital Lead for Synoptik & Scandlines

2015
Art Director at Autobutler
Freelance Art Director at VICE

2014 - 2013
Digital Art Director at JWT Brazil