

DANIEL SIMON

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Product Design Manager

Copenhagen, Denmark

My mission is to lead and coach designers to maximize their creative expression, unlock their growth potential, and foster a cross-functional collaborative mindset, ultimately elevating the company's design contributions to a higher level.

EDUCATION

Bachelor on Advertising
& Marketing

PUCRS - Brazil

The Cultural Science
of Colors

PUCRS - Brazil

Design Strategy

IDEO

Design Thinking

MOOC Stanford University

SKILLS

Leadership

Creative Spirit

Team work

Mentoring

Fast-learner

Self-motivated

Proactive

EXPERIENCE

2021 - Current

Design Lead at Unity

As a Design Lead, I am responsible for overseeing a team of designers tasked with modernizing the Asset Store design and creating an efficient and consistent Design System.

I coach a team of designers to enhance the store's various customer journeys and workflows, assisting our core customers, including game and digital creators, in achieving their goals with ease.

ACHIEVEMENT HIGHLIGHTS

- Designed and implemented a robust design process at Unity to direct and facilitate the collaboration between design, engineering and product.
- Led TDC Erhverv's legacy brand through a digital update catering to a new B2B customer segment - SMBs.
- Successfully initiated and contributed to the implementation of a Design System Platform in two different companies - YouSee and Vivino.
- Led YouSee through a significant digital transformation, transitioning from a legacy brand to a customer-centric and modern online e-commerce platform.

AREAS of EXPERTISE

Design Leadership
Product Design (UX/UI)
Design Strategy
Creative Direction
Graphic Design
Marketing Strategy
Branding
Illustration
Game Design
Motion Design

REFERENCES

Nicolai Fogh

Head of Research, Design
& Agile at Carlsberg

Kevin McLean

Head of Experience Design
at Lunar

Pernille Strøm

Creative Director & People
Lead at Accenture Song DK

EXPERIENCE

2021

Senior Product Designer at Vivino

Lead Vivino's transition to a more modern and fully accessible Design System with a focus on B2B and B2C interfaces.

2020

Lead Designer at TDC Erhverv

Help reposition TDC's legacy brand through a digital CVI update to resonate with a new customer segment focus: SMBs (Small & Medium Businesses).

2017 - 2019

Lead Designer at YouSee

Lead YouSee through a digital transformation, implement a brand new Design System, and help modernize their e-commerce platform.

2015 - 2017

Digital Art Director at Hjaltelin Stahl (Accenture Song)

Digital Creative Lead for Synoptik & Scandilines accounts.

2013 - 2014

Digital Art Director at JWT

Clients I worked for: Coca-Cola, Netflix, Seda, Johson & Johnson, Kit-Kat, Warner Bros and Sea Shepard.

2010 - 2013 • 2007 - 2008

Digital Art Director at DCS

Clients I worked for: Coca-Cola, Stihl, Riffel, Tramointina, Claro Celular, Rebook, Body Store and Olympikus.

2008 - 2010

Digital Art Director at Paim McCann Ericsson

Clients I worked for: Red Cross, TIM, Renner and Walmart.

2005 - 2007

Art Director at Agência São Jorge

Clients I worked for: Bella Gulla & Aurora Wine.