CV for Daniel Naumann

As team leader, I bring empathy and clarity to design and product pros, empowering them in delivering great outcomes.

I’m seeking to work with people inspired in driving meaningful change in the world and so when the design and product team shines, it really makes a difference.

“In the pressure cooker of tech delivery, Dan is consistently the one person providing balance and rational perspective, and delivered with enduring calm, when everyone else has literally lost it.”

- Josh Rogers, CEO.

“Dan is next-level talented as a designer, and in a team environment he quickly becomes both anchor and superglue! ”

- Madeleine Lipson, GM.

## Helpful links

[LinkedIn Profile](https://au.linkedin.com/in/danielnaumann)

[Portfolio website / Visual CV](https://danielnaumann.design)

## Contact Details

[danielnaumann@gmail.com](mailto:danielnaumann@gmail.com)

+61 416 48 66 88

Hello!

I’m Dan, a very experienced **UX Designer** and more recently **team lead**. I’m looking for my next opportunity where I can be **passionate and proud** of a product/ service that I contribute to.

I have 20 years in IT: A few as a dev, **17 in UX** and 4 of those informally or formally **mentoring or leading teams**. I’ve worked in **startups**, **consultancies**, small companies, corporates and government.

My UX strengths lean towards the analytical side (i.e. **user research, interaction design and prototyping**), however I’m learning that my biggest asset is to leverage my **empathy skills** to galvanise teams so they exceed even their own expectations.

I’ve loved working in **Agile** teams either locally or **remotely** (having worked with **remote distributed teams** in Vietnam and the Philippines). I've often been the **Product Owner** in Agile teams, tasked with **planning, prioritising and tracking** work (I've used Jira a lot!).

You can get a pretty good idea of my **experience**, **clients**, etc. from my [LinkedIn profile](https://au.linkedin.com/in/danielnaumann). To understand how I think and solve problems, then pop over to my [portfolio website](https://danielnaumann.design).

I look forward to having a chat.

Regards, Dan.

# Recent Work History

*Full work history available in my [LinkedIn profile](https://www.linkedin.com/in/danielnaumann/).*

## [Candid](https://candid.webflow.io/)

### Head of Product

November 2018 - October 2019 (1 year) Byron Bay, NSW

### Senior UX Designer

July 2018 - October 2018 (4 months) Byron Bay, NSW

**Skills/Tasks:**  
Product management, leadership, collaborating with developers, guiding features from design through Agile dev, UX design, product roadmap, user scenarios, wireframes, prototyping.

**Key achievements:**

* Execution of the CEO's vision into an MVP.
* Achieved MVP under crazy start up timelines and limited resources.
* Collaborated with CTO and COO to drive the product.
* Mentored junior designers.

## [PeakXD](https://www.peakxd.com.au/)

### Senior UX Consultant

October 2016 - July 2018 (1 year 10 months) Brisbane, Australia

**Skills/Tasks:**  
Consulting, project management and delivery, presentations, user research, workshop facilitation, usability testing, contextual interviews, analytics reviews, solution design, wireframes and interactive prototypes.

**Key achievements:**

* Delighted clients with insights into their users through user research methods and prototyping
* Successfully pitched for new work.
* Successful project planning and execution within tight timelines.

## [4impact](https://www.4impact.com/)

### UX Designer (Contract)

December 2011 - October 2016 (4 years 11 months)

**Clients:**

Hearis, Virgin Australia, Greater Group, Groundwork, Lord Mayor's Business Awards, Tatts Group, RSL Care, RACQ

**Skills/Tasks:**

Consulting, workshop facilitation, UX/UI design, Agile, wireframing, client presentations, some Product Owner and Project Management duties.

**Key achievements:**

* Enhanced 4impact’s offerings by introducing design concepts like ideation workshops and sketch workshops.
* Successfully helped deliver many MVPs and proof of concept applications.
* Adapted design processes into 4impact’s Agile process.

*Full work history available in my [LinkedIn profile](https://www.linkedin.com/in/danielnaumann/).Line*

# Design Skills

I believe User Experience (UX) is roughly an amalgamation of 3 skill areas: User Research; Interaction Design; and Visual Design

## User Research Skills

**Advanced:** Workshop facilitation; requirements analysis; personas; usability testing; contextual interviews; active listening; empathy.

**Moderate:** Surveys; research project management; research project planning.

**Basic:** Ethnography; diary studies.

## Interaction Design

**Advanced:** Wireframing; prototyping; information architecture; user flows / screen flows.

**Moderate:** Micro-interactions.

**Basic:** Coding skills (HTML, CSS, Javascript); design system creation.

## Visual Design

**Advanced:** Style guide application and extension.

**Moderate:** Hi-fidelity UI design; stye guide creation; typography; design trends.

**Basic:** Branding.

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# Design Approach Example

**Task:**

Create **screen designs** for an article page in a knowledge sharing system ([Thread](https://cogent.co/blog/portfolio/case-study-thread/)) for [Melbourne Business School](https://mbs.edu/).

**Solution:**

* **Iteration** is the key as it allows **exploration of breadth and depth** in a **short period of time**.
* Sketch lots of ideas at a **very high level**, **very quickly**, based on data and requirements at hand.
* Iterate again on the best few sketches, **progressively adding more detail** with **each iteration**.
* **Frequently share** with the rest of the team for **feedback**.
* **Repeat** this a process until you have a reasonably detailed solution or two, that address the goals and considers constraints.
* Later stage design exploration can be done electronically to **allow quick detail changes**.

**Bonus hint**: If you’re in a group, then I recommend the **Design Studio Methodology** - which I just happen to have given a [presentation on at UX Australia](http://goo.gl/SS0wWm). What a coincidence!

*Additional examples and images can be found on [my website](https://danielnaumann.design/ux-designer).*

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# Research Example

**Task:**

Create **personas** for personal and small business banking customers so that [ANZ](http://anz.com.au) can deliver **improved products** to those customers.

**Solution:**

* Over 30 **contextual interviews** (in home and business) within and around a major city.
* Created 20 spectra around **behaviours, beliefs, goals and desires** based on **interview analysis**, then plotted each interviewee on each spectrum.
* Interviewees that frequently appear near each other on several of the spectra were grouped to form the **basis of a persona**.
* Additional information from the grouped interviewees then used to **complete the personas**.
* Presented personas to [ANZ](http://anz.com.au) via an **interactive workshop** that **greatly aided learning** of the personas. Deep **client comprehension** achieved.
* Personas **still in use 6 month later** as they were **proving valuable** to the design team

*Additional examples and images can be found on [my website](https://danielnaumann.design/ux-designer).Line*

# UI Design Example

**Task:**

Create a **responsive web dashboard** for [Virgin Australia](https://www.virginaustralia.com/) so that they can see their On Time Performance (OTP) anywhere, anytime.

**Solution:**

* **Client workshop** to understand the **requirements and goal** of the solution.
* Use **responsive design techniques** like grids to ensure designs adapt to various screen sizes.
* Consider context of use and devices - **feature sets, content, touch vs mouse interaction, resolutions, device abilities, user environment**, etc.
* This application can be safely **displayed on mobiles, tablets, desktops and even TVs** in the [Virgin Australia](https://www.virginaustralia.com/) command centre.
* Apply existing **style guide** and **extend** to allow for new web application components.
* **Design reviews** with client.

*Additional examples and images can be found on* [my website](https://danielnaumann.design/ux-designer)*.*  
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# Agile Team Example

**Task:**

Create a process so that the design works effectively within an Agile software development framework.

**Solution:**

There isn’t a ‘one size fits all’ solution for this problem as the process should be **modified to suit each scenario** and team. I created similar, but slightly different, processes at [4impact](https://www.4impact.com/) and [Candid](https://candid.webflow.io/).

An example process would be:

* **Run a workshop** to understand the problem space and create a **prioritised list of features/solutions**.
* Solve some of the **high level issues**, such as navigation, IA, etc. while the dev team get ready.
* Initially designs will be high fidelity. As the **style and interaction guide grow and evolve** rapidly, decrease fidelity **until only sketches are needed** by the devs.
* **Share early designs** with team to check they meet requirements and dev feasibility. **Repeat** as required.
* **Quick and lean user testing** is done with sketches, prototypes or test builds at any point, subject to access to stakeholders and potential users.
* Work with dev team as they build the designs - **keep communicating** and never just ‘hand off’.

*Additional examples and images can be found on* [my website](https://danielnaumann.design/ux-designer)*.Line*

# Leadership Style

While my leadership style is still developing, it will no doubt be influenced and change and over time. There are however some tenets that I use to shape my leadership style in a way that I want it to develop. I don’t profess mastery of these tenets, I’m still learning, but it’s important to me that I keep improving in these areas.

## Empathy

All UX people should have this ability as it’s a requirement of the job if you’re speaking with users and stakeholders. I believe it’s also **mandatory for leaders** - the only difference is that you’re dealing with employees and colleagues. People will not follow you if you do not **listen, understand and empathise** with them.

## Psychological safety

My time at [Candid](https://candid.webflow.io/) taught me that people need **psychological safety in their workplace** if you want them to flourish. It turns out that [Google agrees](https://rework.withgoogle.com/blog/five-keys-to-a-successful-google-team/). Safety must be a top down process. Leaders must be **open, honest and even show vulnerability**. Much easier said than done of course, but a leader has to take those steps first if they want their team to do the same.

## Lead, don’t manage

I don’t particularly like the word ‘Manager’ for job titles. I think you manage resources like time and money but not people. I prefer to make sure an employee knows the goals and **let them decide their own way** of reaching that goal with you **clearing blockages and being there to help** when asked. Start by giving them lots of rope and only shorten it if required. Of course it helps to hire quality people in the first place too.

## Be available

**Being available** for employees is important for them to achieve the required goals, it’s also incredibly **hard to do on a practical level**. Helping your employees means that sometimes you don’t get your work done that day and you have to do it after work instead. No one said leading was easy.

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# Tools and Techniques

## Tools

**Advanced:** Pen, paper and whiteboards are what I use the most; Sketch; Axure; Optimal Workshop tools set; JIRA; Confluence; MS Office; GSuite; Slack.

**Moderate:** InVision; Zeplin; Balsamiq.

**Basic:** Figma; Principle; Abstract

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# Education

The University of Queensland  
Graduate Certificate, Human Factors · (2004 - 2006)

The University of Queensland  
PGBA(Hons), Cognitive and Computer Science · (1998 - 1998)

The University of Queensland

BSc, Cognitive Science · (1994 - 1997)