



DARREN HEAD

UX DESIGNER

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SUMMARY

Darren creates productive software applications for mobile, web and desktop platforms. Designing products for global brands and startups, he is an expert in: UX/UI design, information architecture, prototyping, interaction design and front-end development. A full-stack designer, he has produced software for both Asian and Western markets, employing user-centered design principles using lean, agile methodologies.

Process: define, design, iterate, refine, improve... repeat!



AREAS OF EXPERTISE

User Experience | Product Management | Design Sprints | Information Architecture | Wireframing | Prototyping | Interaction design | Animation | Image & Video Editing | Adobe CC | Sketch | Balsamiq Mockups | InVision | Principle | Atomic | Zeplin | Material Design | iOS | HTML, CSS, JS | Bootstrap | PHP | WordPress | MeteorJS | NodeJS | Gulp

- Put the user in the center at all stages of the design process
- Solve business and product problems in one week or less, inspired by design sprints
- Strive to enhance “designer ↔ developer” communication and productivity
- Create reusable and purposeful source-files for team collaboration
- Translate client goals into well-crafted, thoughtful user-centered designs



WORK EXPERIENCE

en-Japan Inc.

Senior UX/UI Designer

June 2016 - Present | Tokyo, Japan

Part of a small creative team that leads all aspects of design for en-Japan’s startup division AIR. Responsible for leading the UX process for product Vibe - a morale meter for slack that uses natural language processing and artificial intelligence. Achievements thus far:

- Redesigned Vibe’s landing page through sketching, wireframing, UI design and motion, finally coding the entire front-end using Bootstrap 4 (scheduled for release Sept 21st)
- Administered a design sprint with 6 team members to validate Vibe’s application goals and business vision
- Designed and presented a new feature for Vibe - a Google Chrome Extension that allows managers to check the status of their team’s Vibe without visiting the app dashboard. The PM has approved and selected for next sprint development (scheduled for release Oct 21st)
- Collaborate daily with software engineers through GitHub to review and improve client side code, primarily as there is no dedicated front-end developer
- Regularly participate in strategy meetings to help grow Vibe’s user base, designing pitch decks, marketing material and social advertising banners
- Presented the power of Design Sprints at en-Japan’s bi-weekly tech meetup “AIR talks”



Psst. I have something really awesome to show you on the next page



WORK EXPERIENCE (cont.)

UX Consultant

November 2014 - Present | APAC

Advise and solve UX problems for over 12 technology companies in Japan, Hong Kong, Singapore & Malaysia.

- Administered multiple design sprints to validate business and product goals
- Facilitated seminars and training sessions to teach UX best practises, tools and resources to university students, startups and SMEs
- Designed 500+ UI screen states, including 10 clickable prototypes and over 50 micro-interactions and animations
- Redesigned FreshVoice's iPad & iPhone apps in Japanese & English; helped solve navigation issues when sharing documents and files, early beta testing shows users spend 40% longer collaborating while in a call

Products: FreshVoice iPad & iPhone (6S, 6, 5, 5s), Anet Customer Connect, GRC-Maestro, 5 Custom WordPress Themes

Clients: Anet, FreshVoice, University Malaysia of Computer Science & Technology, London Corporate Training, Dynamic-GRC, Lodging Critic, TaoSquare, Architecture Japan

Orbitune Inc.

Product Manager, UX/UI Designer

April 2012 - June 2016 (4 years) | Tokyo, Japan

Lead designer for music, radio and digital signage platform Maestro. Responsible for leading all product efforts taking Maestro from concept to MVP. Other responsibilities include managing requests from existing clients such as image/video editing, digital signage maintenance and website development.

- Led design sprints to validate ideas and assumptions, and tested on target users
- Created 1,000+ UI designs for prototyping, animation and user testing purposes
- Developed prototypes into front-end code based on customized versions of Bootstrap 3 & 4
- Oversaw all product development setting timelines, deliverables, budgets as well as hiring of freelancers
- Presented new product ideas to stakeholders while also demoing Maestro's core functionality to potential clients, partners and C-level investors

Products: Maestro Cloud, Maestro Player, Maestro Marketplace, Maestro Admin, Digital Signage

Clients: Lawson, Starwood Hotel Group, Hakuodo, HMV Hong Kong, Ottawa, FM Karuizawa, Shonan Beach FM, InterFM, URJ Hotels, Love FM, Na Hoku Hano Hano Awards, PacRim Marketing

bit more
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2 more positions available upon request 1. UX/UI, Product Designer (SmoothWeb Ltd) 2. Web Design & Marketing (Muc-Off Ltd)

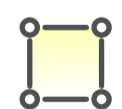


EDUCATION & AWARDS

MSc International Business Management
2009 - 2010 : Bournemouth University ~ Distinction

BSc Business & Sports Management
2005 - 2008 : Brunel University ~ Honors

Red Herring Global & Asia Award
2012 : Best Emerging Technology Company



SKILLS & TOOLS

Design Tools: Paper! Sketch, Photoshop, Illustrator, Balsamiq, InVision, Marvel, Prott, Principle, Zeplin, Slack, Typeform

Programming: HTML, CSS, JS, jQuery, Sass, WordPress, Node, Meteor, Bootstrap, Foundation, CLI, GitHub, BitBucket, AWS

Languages: English (Native), Japanese (Elementary)

Interests: Soccer, Golf, Traveling, Reading, eLearning

