



Daniel White

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Based: Leipzig, Germany

Product Design leader with 20 years of experience in building highly efficient, data driven, cross-functional design teams that support the delivery of software products on a global scale.

A successful track record working with start-ups, navigating through the complexities of scaling product, design and engineering teams to deliver across a variety of domains, including B2C, B2B, and SaaS, IoT, AI, ML, analytics and fintech/ regulated services.

Passionate about fostering user-centred design principles and crafting exceptional user experiences. My expertise spans the full product design spectrum, covering discovery, definition, design, delivery, research, and measurement. Leveraging my inherited experience in product management and strategy, I've consistently guided teams to align design initiatives with overarching product goals, ensuring that every aspect of the user experience enhances the product's strategic value.

Adept at surmounting the challenges of implementing scalable design processes in evolving organisations. A collaborative and strategic partner to product, technology, and cross-functional teams, steering success through product strategy, metrics, and targets.

Dedicated to elevating design standards and enhancing customer understanding across a business, resulting in improved ROI across the organisation. Brings a wealth of experience and pragmatism, effectively navigating complex and ambiguous environments.

Notable career achievements include significant contributions to Microsoft's MSN Design & Development Kit and the establishment of JUST EAT's User Experience, Product Design, and Research teams, culminating in an IPO in 2012.

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Experience



Owner | DCCW Ltd.
(August 2015 - Current)

- **Product Design Consultant.**
 - Established a thriving career as a Product Design Consultant, leveraging an extensive network of professional relationships within the industry to provide advisory and freelance services to a diverse clientele over several years
- **Mentorship**
 - Acted as a mentor within a private network, sharing knowledge and guidance with emerging professionals.
- **Public Speaking Engagements**
 - Engaged in various speaking roles, serving as a board advisor, panelist, and speaker at diverse industry events and training institutions.
- **2017 - Chief Operations Officer (COO) & Board Member - OfficeServe Ltd.**
 - Chief Operations Officer (COO) and served as a board member for OfficeServe Ltd., contributing to strategic leadership and operational excellence of the company.
- **2016 - Senior Vice President (SVP) of Product Design - OfficeServe Ltd.**
 - Senior Vice President (SVP) of Product Design at OfficeServe Ltd, directing product design initiatives and driving innovation within the organization.



Product Design Director | Eigen Technologies Ltd

Jan 2022 – November 2022

<http://www.eigentech.com>

- **EMEA Team Scaling**
 - Expanded the Product Design team in EMEA.
- **Enterprise Strategy and Vision Support**
 - Aided in defining and implementing Eigen's "Eigen 5" enterprise strategy, Product Roadmap, and Design Vision.
- **Accessibility Policy Establishment**
 - Spearheaded the establishment of Eigen's accessibility policy, dedicating efforts to foster inclusivity and accessibility for all users.
- **EIS Design System Implementation**
 - Introduced the EIS Design System for faster, scalable, and consistent product development in a growing organization.



Chief Experience Officer (CXO) | Ninety Percent of Everything Ltd (90POE)

October 2017 – August 2021

<http://www.90poe.io>

- **Strategic Product Design and Leadership:**
 - Orchestrated product design and leadership efforts across a diverse array of platforms, including the 90POE and 'Open Ocean Studio' software encompassing Desktop, Mobile, and Vessel IOT systems.
- **Innovative Process Development**
 - Pioneered the formulation of the company's inaugural "Product Development Process," driving the establishment of a robust Design Strategy and Discovery/Delivery protocols.
- **Key Leadership Role**



- Integral member of the core leadership team that played a pivotal role in the remarkable growth of 90POE, steering the company from a modest team of fewer than 10 individuals to a thriving organization of over 140 professionals spanning Europe.
- **Talent Management and Development**
 - Oversaw the recruitment, leadership, mentoring, and career advancement of a diverse team, including Product Designers, UX Researchers, Discovery Consultants, Researchers, and Communications Designers, fostering their professional growth and development.
- **Brand and Visual Identity Creation**
 - Spearheaded the visual definition, creation, and establishment of the Open Ocean Studio platform, design system (CORAL), and company brand identity, ensuring a cohesive and distinctive corporate image.
- **Strategic Discovery Facilitation**
 - Directed and executed discovery facilitation, offering oversight and strategic planning for a multitude of workshops and sessions, totaling over 50, to facilitate innovation and idea generation.
- **Product Development**
 - Drove the conception, collaboration, and leadership behind numerous digital products, tools, and services within the Open Ocean Studio portfolio, contributing to a diverse and robust product ecosystem.



Director of UX and Design | JUST EAT Ltd

(August 2013 - July 2015)

<http://www.just-eat.co.uk> | <http://www.just-eat.com>

- **Global UX, Design, and Research Leadership**
 - Provided leadership in UX, Design, and Research for Just Eat's diverse digital landscape, spanning consumer websites, Mobile Apps (iPhone, Android, iPad, Windows Mobile), Business/SAAS tools, and various consumer touchpoints. Also played an instrumental role in supporting the successful Initial Public Offering (IPO) of Just Eat in June 2014, marking a significant milestone in the company's history.
- **Design and Product Strategy Formulation**
 - Collaborated with Product and Engineering on the formulation and collaboration efforts surrounding Design and Product Strategy, ensuring alignment with organizational objectives.
- **Cross-Functional Strategic Alignment**
 - Orchestrated strategic alignment with key cross-functional teams, including operations, marketing, product, and engineering, fostering synergy and driving optimal outcomes.
- **UX Team Establishment and Hyper-Growth**
 - Established and meticulously assembled a high-performing User Experience team within Just Eat, cultivating a skilled and results-driven group and international community.
- **Improved Conversion Metrics**
 - Achieved substantial success by optimizing conversion metrics across the entire E-Commerce funnel, enhancing user experiences and boosting customer engagement and NPS scores
- **Strategic Design Vision and Product Roadmap**
 - Collaboratively developed and communicated a comprehensive Design Vision, Strategy, and Product roadmap for both the UK and international markets, guiding and influencing the organization's strategic direction.



User Experience Designer | Microsoft

June 2009 – September 2013 (4yr, 4mths)

<https://microsoft.com/>

- **Brand Development and Promotion**



- Led brand development efforts for the MSN Human Interface Guidelines, championing a recognizable design identity.
- **Global UX and Visual Design Leadership**
 - Directed UX and Visual Design for MSN international homepages and channels across 43 markets worldwide.
- **Team Management/Leadership**
 - Managed the London UX team, overseeing four Full-Time Employees (FTEs) and two Contracted Service Groups (CSGs) in 2012-2013.
- **Global Human Interface Guidelines**
 - Developed and implemented Human Interface Guidelines for MSN's global UX teams, ensuring consistency and quality across all platforms.
- **Design Achievements**
 - Worked as Design Lead for major events, including MSN London Olympic 2012, World Cup 2014, and Winter Olympics 2014, ensuring an engaging user experience.
 - Spearheaded Design, UX, and IA efforts for significant feature websites, including XMEN, Windows 7, and Windows Mobile, hosted on MSN's platform.
- **Accessibility Standards Advocate**
 - Maintained global accessibility standards, promoting inclusivity and usability.
 - Collaborated with Design and Product teams to improve WC3 compliance.
- **Cross-Functional Collaboration**
 - Collaborated effectively within global, multidisciplinary teams, facilitating agile and cooperative product delivery.
- **Platform Visual Development**
 - Contributed to platform visual development, shaping the visual identity of MSN's products.
 - Provided product evaluation and feedback for Windows 7 mobile and MSN UK homepage, enhancing product quality and user satisfaction.



Group Creative Director | Wasabi/ Passado Ltd
(Jan 2008 – Jan 2009)

- **Global User Experience and Group Creative Direction**
 - Provided global leadership in User Experience and Creative Direction for a social network with a user base exceeding 4 million.
- **Visual Design and Architecture**
 - Designed the visual aesthetics and architecture for current B2C, B2B, and partner micro-sites, ensuring a cohesive and engaging online presence.
- **Team Development and Management**
 - Mentored, trained, and managed staff, overseeing requisition and conducting performance reviews to cultivate a high-performing team.
- **Creative Workshops and Scrum Sessions**
 - Facilitated creative workshops, brainstorming sessions, and scrum meetings to foster innovation and efficient project execution.



Senior User Experience Consultant | T5M - The 5th Medium
(2007 – 2008)

- **GUI and User Experience Development**
 - Crafted the look and feel, and enhanced user experiences for a socially-conscious entertainment and lifestyle video site, t5m.com, with financial backing from Microsoft, Skype's founders, and Lastminute.com.
- **Website Design, Development, and Platform Setup**
 - Took charge of website design, development, and laid the foundation for the platform architecture.



- **Integration of Platform and Content Management**
 - Seamlessly integrated platform and content management services, improving the platform's functionality and user experience.
- **User Interface Design and Brand Collaboration**
 - Designed user interfaces and teamed up with renowned brands like Coca-Cola, Disney, Dunhill, and Ford, making sure their online presence was top-notch.
- **Information Architecture and Project Management**
 - Oversaw information architecture and project management, ensuring smooth project execution.
- **Business Growth Initiatives**
 - Actively contributed to business development efforts, forming partnerships and exploring growth opportunities to propel the company's goals.

Creative Director / Founder | FATFUNK Ltd.
(2003 – 2007)

- Owner/Operator. Fresh out of tertiary training I worked with a number of industry contacts on a variety of Rich interactive websites and flash animations.



Digital Media Lecturer | Media Design School
(Jan 2005- Jan 2007)

- Course Leader/Teacher for Students studying a Diploma of Digital Media.



Digital Communications Lecturer | Auckland University of Technology
(2004)

- Lecturer for Web Media Production and Advanced Web Media Production for 1st, 2nd and 3rd Year University students studying a Bachelor of Communication studies (BCS).

Additional Information

Education

- Media Design School, Auckland New Zealand 2004 - Diploma of Digital Media – (*distinction awarded for "highly commended in design and innovation"*)
- The Southport School, 1988-1996 – Gold Coast, Queensland, Australia.

Core Skills

- Product and Design leadership, strategy
- Discovery research and facilitation
- Design systems, Design thinking methodologies,
- Office, Creative Suite, Jira, Confluence, Figma (all the common software tools surrounding Product and Design)
- Public speaking
- Training/ mentoring
- Digital Transformation / Organisation growth and change

