DANKO

MATTHEW JAMES DANKO

DESIGN LEAD / SENIOR DESIGNER

CURRICULUM VITAE

SUMMER 2023

- DANKO.DESIGN
- DANKOMADE.COM
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- LINKEDIN.COM/IN/MATTDANKO
- @DANKOSAURUS / @DANKOMADE
- CANADIAN CITIZEN, EU RESIDENT (SPAIN)
- ENGLISH (NATIVE), FRENCH (A2), GERMAN (A2), SPANISH (A1)

CAREER HISTORY

100% REMOTE: TORONTO, CANADA / BARCELONA, SPAIN

MAY 2021 - PRESENT

DESIGN TEAM OF 2, COMPANY OF 7

FOUNDING DESIGN LEAD

MASH

FINTECH STARTUP, ONLINE P2P SAAS FOR CONTENT CREATORS

- Creation and launch of company identity, branding and style guide
- Product interaction strategy, visual language, design system creation / operations
- User persona creation, product definition, information architecture and lo-fi prototype testing
- Desktop and mobile MVP product UI and UX design, wireflows, motion design and hi-fi prototyping
- Usability testing, A/B testing, QA testing and analysis
- MarCom, promotional strategy and external design agency support
- Executive, stakeholder, user and peer relations; interviewing, hiring and onboarding talent

TYPEFORM.COM

BARCELONA, SPAIN

FEBRUARY 2021 - AUGUST 2021

PRODUCT TEAM OF 15, COMPANY OF 600+

SENIOR PRODUCT DESIGNER

TYPEFORM S.L.

CORPORATE, ONLINE SAAS (FORMS AND SURVEYS)

- Collaboration with developers, designers, researchers, stakeholders and analysts to align design systems, leverage data sets, refine product features and usability, scale and improve UX
- Updated and tested product for compliance with US HIPAA data and privacy regulations
- Mentor to junior designers and developers

NEUGELB.COM

BERLIN, GERMANY

FEBRUARY 2020 - FEBRUARY 2021

PRODUCT TEAM OF 15, AGENCY OF 90, COMPANY OF 49,000

SENIOR VISUAL DESIGNER

NEUGELB STUDIOS GMBH, COMMERZBANK AG

DIGITAL DESIGN STUDIO / AGENCY

- Collaborative creative designer within various teams of developers, designers, UX strategists and researchers
- Art direction, UI design, design systems, branding and style guide creation for a financial health / alternative banking SaaS app MVP and Commerzbank digital finance apps
- Product interaction strategy, usability and A/B testing, workshops, presentations and promotions
- Executive, user and public relations

LUMIFORMAPP.COM

BERLIN, GERMANY

AUGUST 2019 - JANUARY 2020

DESIGN CONTRACTOR, COMPANY OF 10

HEAD OF PRODUCT DESIGN

LUMIFORM

TECH STARTUP, B2B AUDIT AND INSPECTION SAAS

- Collaborative creative authority / design contractor within an international team of developers and specialists
- Design direction of company identity rebrand, SaaS desktop and mobile app MVP, XD + UI design, style guide, visual language and design systems, responsive website redesign, product strategy, illustration and MarCom
- Executive, stakeholder, client, user, agency and competitor relations

CAR2GO.COM

STUTTGART, GERMANY

OCTOBER 2018 - JANUARY 2019

CREATIVE TEAM OF 15, COMPANY OF 450+

ART DIRECTOR

CAR2GO GROUP GMBH, DAIMLER AG

CORPORATE, AUTOMOTIVE CARSHARING (BRAND, MARKETING, PRODUCT)

- Collaborator and contributor to Car2Go identity, visual systems, MarCom, advertising, social media, digital and print proofs, UX, events and other complex design solutions
- Global carsharing brand sundowning / merger strategy with DriveNow (BMW) into what is now ShareNow
- ShareNow rebrand preparation, application, mobile app optimisation, XD and visual design finalisation
- Brand ambassador, team lead and mentor to graphic designers, marketing specialists and web designers
- Consultant for (remote) Product Design team of eight ShareNow app designers and developers
- Executive, stakeholder, department, agency, press and competitor relations

VISUAL DESIGNER & ART DIRECTOR

DANKO DESIGN, DANKOMADE

FREELANCE CREATIVE SERVICES

BERLIN, GERMANY

APRIL 2017 - FEBRUARY 2021

INDEPENDENT

- Art direction, corporate Identity, visual design, XD and UI design, brand management, graphic design, motion design, web design, illustration and photography
- Industrial design, custom furniture design and production, carpentry and decor

HEAD OF DESIGN

STUDIO 49 GMBH

MOBILE GAMES STUDIO STARTUP

BERLIN, GERMANY

APRIL 2016 - APRIL 2017

CREATIVE TEAM OF 6, COMPANY OF 22

- Senior designer / creative team lead in an agile startup environment
- Mobile game UI & UX design, user testing, typography, character design and copywriting
- Soft launch of Neverdale Park for iOS and Android in South America
- Company brand and identity creation, web design, MarCom management
- Executive, stakeholder, team and PR relations, mentor to junior designers and developers

VISUAL INTERACTION DESIGNER

GAMEDUELL GMBH

CORPORATE, ONLINE / MOBILE GAMES STUDIO

BERLIN, GERMANY

NOVEMBER 2014 - APRIL 2016

CREATIVE TEAM OF 20, COMPANY OF 100+

- UI and UX design, visual, graphic and web design, illustration, typography and art for mobile / desktop games
- Game brand and identity creation, corporate identity art direction and MarCom
- Lead designer for website, marketing and global launch of Grand Gin Rummy and Belote titles

DESIGN INSTRUCTOR

GEORGE BROWN COLLEGE

ACADEMIC INSTITUTION

TORONTO, CANADA

SEPTEMBER 2013 - JANUARY 2014

CLASS SIZE OF 25

- Instructor within the Technical Communication Certificate Program, introducing students to design basics and best practices
- Subjects included terminology, typography, experience design, business practices, product design, agile workflows, project management, content structuring, UX psychology and marketing communications

BRAND AND COMMUNICATIONS MANAGER

ALCOHOL COUNTERMEASURE SYSTEMS CORP.

CORPORATE, BIOTECH DESIGNER & MANUFACTURER

TORONTO, CANADA

FEBRUARY 2010 - FEBRUARY 2013

COMMUNICATIONS TEAM OF 10, COMPANY OF 250+

- Creative lead / project manager of international corporate branding and identity, promotions, communications, IP, copyright, editorial and visual design
- North American and European marketing strategy alignment, campaigns, PR, sales and business development
- Account management, stakeholder and media relations, social media
- Web and mobile design, UI and UX, design system, SEO, print / digital collateral, trade shows and events

EDUCATION

SHERIDANCOLLEGE.CA

OAKVILLE, CANADA

2004 - 2008

3.7 GPA

BACHELOR OF ARTS DEGREE

S SHERIDAN COLLEGE

MEDICAL, TECHNICAL AND SCIENTIFIC ILLUSTRATION

• Co-op at the Ontario Veterinary College as a pathology assistant and medical illustrator

SKILL SET

CORE COMPETENCIES

- creative direction, art direction and design direction
- creative team leadership, representation and mentoring
- identity and branding across all media
- digital product design (SaaS, B2B, B2C, P2P, games)
- design systems and information architecture
- creative concepting and prototyping
- UI, web and interactive design
- UX architecture, design, usability and A/B testing
- internal, B2B, B2C and P2P communications
- creative process refinement
- user accessibility and inclusive design

TRANSFERABLE

- creativity and ingenuity
- passion for design, eye for detail and style
- creative/design team leadership
- pitching, presenting and critiquing
- milestone planning, roadmapping and briefing
- team planning, talent acquisition and retention
- onboarding IA and gamification
- print, multimedia and interactive media design
- visual design, typography and colour theory
- people management

ADAPTIVE

- democratic, collaborative, agile management style
- critical thinking and decision making
- Illustration and storytelling
- negotiation, diplomacy and conflict management
- ability to work under pressure
- strong awareness of visual and design trends
- empathy, integrity, cultural awareness
- accessibility design consideration
- synesthesia

SOFTWARE

- master of Adobe CC Suite
- Figma and Sketch
- MS Office and Google Suites
- Squarespace (Circle Member)
- InVision and Marvel
- Apple, Android and Windows/PC
- Lottie
- Unity and Spine
- GitHub
- Notion, Jira and Confluence
- Cinema 4D and Blender
- Abstract
- Touchdesigner and Procreate