




MATTHEW JAMES DANKO


DESIGN LEAD / SENIOR DESIGNER


CURRICULUM VITAE & PROFESSIONAL REFERENCES


WINTER 2024




 [DANKO.DESIGN](#)


 [DANKOMADE.COM](#)


 CONTACT@DANKO.MOB

 +34 613 007 101

 [LINKEDIN.COM/IN/MATTDANKO](#)

 [@DANKOSAURUS](#) / [@DANKOMADE](#)

 CANADIAN CITIZEN, EU RESIDENT (SPAIN)

 ENGLISH (NATIVE), FRENCH (A2), GERMAN (A2), SPANISH (A1)



CAREER HISTORY

AXONISTA.COM

100% REMOTE:
DUBLIN, IRELAND /
NEW YORK, USA /
BARCELONA, SPAIN

JUNE 2023 - PRESENT

INTERNAL DESIGN
TEAM OF 6; COMBINED
DESIGN TEAM OF 20,
COMPANY OF 150

DESIGN LEAD (CONTENT INNOVATION)



VIDEO, BRAND AND MEDIA AGENCY

- Design authority for various cross-platform interactive experience initiatives, features and branding (from strategy to concept, build, testing, refinement and shipping).
- Design/creative lead for R&D, branding, UX, new tech solutions, product vision, QA and applications
- Holistic product interaction strategy, visual direction, design systems, refinement, release and operations for major international clients across various interactive platforms (Apple Vision Pro, Apple TV, Amazon Fire, Roku, Web, etc.) and devices (AR/VR, desktop, tablet, mobile, TV)
- UI, UX and CX design, wireflows, motion design, prototyping, analysis and collaborative, iterative refinement
- Usability testing, A/B testing, QA testing and analysis. Product, process and UX refinement
- Introduction of Design Ops, Bugbash sessions, visual content guidelines (for both internal reference and prospective client acquisitions) and content architecture refinement
- MarCom, content, promotional strategy and external contractor support
- Stakeholder, client, leadership, user and peer relations; interviewing, hiring and onboarding international talent
- Mentoring, cross-functional team alignment, accessibility thinking training

MASH.COM

100% REMOTE:
TORONTO, CANADA /
BARCELONA, SPAIN

MAY 2021 - JUNE 2023

DESIGN TEAM OF 2,
COMPANY OF 7

FOUNDING DESIGN LEAD



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



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



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



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



CAREER HISTORY

 **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

 **DANKO.DESIGN**
DANKOMADE.COM

 BERLIN, GERMANY

 APRIL 2017 - FEBRUARY 2021

 INDEPENDENT

VISUAL DESIGNER & ART DIRECTOR

 DANKO DESIGN  DANKOMADE

FREELANCE CREATIVE SERVICES

- 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

 BERLIN, GERMANY

 APRIL 2016 - APRIL 2017

 CREATIVE TEAM OF 6, COMPANY OF 22

HEAD OF DESIGN

 STUDIO 49 GMBH

MOBILE GAMES STUDIO STARTUP

- 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

 **GAMEDUELL.COM**

 BERLIN, GERMANY

 NOVEMBER 2014 - APRIL 2016

 CREATIVE TEAM OF 20, COMPANY OF 100+

VISUAL INTERACTION DESIGNER

 GAMEDUELL GMBH

CORPORATE, ONLINE / MOBILE GAMES STUDIO

- 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

 **GEORGEBROWN.CA**

 TORONTO, CANADA

 SEPTEMBER 2013 - JANUARY 2014

 CLASS SIZE OF 25

DESIGN INSTRUCTOR

 GEORGE BROWN COLLEGE

ACADEMIC INSTITUTION

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

 **ACS-CORP.COM**

 TORONTO, CANADA

 FEBRUARY 2010 - FEBRUARY 2013

 COMMUNICATIONS TEAM OF 10, COMPANY OF 250+

BRAND AND COMMUNICATIONS MANAGER

 ALCOHOL COUNTERMEASURE SYSTEMS CORP

CORPORATE, BIOTECH DESIGNER & MANUFACTURER

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



EDUCATION

- [SHERIDANCOLLEGE.CA](https://www.sheridancollege.ca)
- OAKVILLE, CANADA
- 2004 - 2008
- 3.7 GPA

BACHELOR OF ARTS DEGREE



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

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

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

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



PROFESSIONAL REFERENCES

 BERLIN, GERMANY
 +49 177 746 8766
 HG@KORNVAALD.COM
 [HOLGER GRUNWALD](#)

HOLGER GRÜN WALD

MANAGING DIRECTOR

 EXPERIENCE ONE

PREVIOUS DIRECTOR (MANAGING DIRECTOR) AT NEUGELB STUDIOS

 VIENNA, AUSTRIA
 LICKOVA@GMAIL.COM
 [TINA LICKOVA](#)

TINA LIČKOVÁ

UX RESEARCHER & PRODUCT STRATEGIST

 TINK

PREVIOUS MANAGER (HEAD OF UX) AT NEUGELB STUDIOS GMBH

 BERLIN, GERMANY
 +49 176 295 33 981
 SUNDSTROM.YLVA@GMAIL.COM
 [YLVA SUNDSTROM](#)

YLVA MASONERO

SENIOR GAME PRODUCER

 SOFTGAMES

PREVIOUS MANAGER (PRODUCT MANAGER) AT GAMEDUELL & STUDIO 49

 KARLSRUHE,
BADEN-WÜRTTEMBERG,
GERMANY
 +49 1511 119 2005
 [TODD ENGLISH](#)

TODD ENGLISH

FOUNDER AND COO

 PHOENIX GAMES

PREVIOUS DIRECTOR (CEO) AT GAMEDUELL AND STUDIO 49

 BERLIN, GERMANY
 QUALITYLOBSTERART@GMAIL.COM
 [IAN JAMES BOWDEN](#)

IAN JAMES BOWDEN

FOUNDER AND CREATIVE DIRECTOR

 SAVAGE GAME STUDIOS

PREVIOUS DIRECTOR (ART DIRECTOR) AT GAMEDUELL AND STUDIO 49

 TUBINGEN, GERMANY
 +49 176 6290 9585
 JO@JORICHERS.COM
 [JO RICHERS](#)

DR. JOHANNES RICHERS

FOUNDER AND DIRECTOR

 STUDIO FOR VISUAL SCIENCE COMMUNICATION

PREVIOUS COLLABORATOR (ARTIST/DESIGNER/SCIENTIFIC ADVISOR)



PROFESSIONAL REFERENCES

 BARCELONA, SPAIN


 +34 666 787 388

 EVGENY.VIITMAN@GMAIL.COM


 [EVGENY.VIITMAN](#)

EVGENY VIITMAN

FOUNDER AND ART DIRECTOR

 PETER & SONS LLC

PREVIOUS COLLEAGUE (VISUAL DESIGNER) AT GAMEDUELL & STUDIO 49

 BERLIN, GERMANY

 CEJ.JENKINS@GMAIL.COM

 [CJ.JENKINS](#)


DR. CJ JENKINS

APPLIED SCIENCES MANAGER

 ZALANDO SE

PEER AND CONTEMPORARY

 WARSAW, POLAND

 +48 600 787 915

 [DAN.OLTHEN](#)

DAN OLTHEN

FREELANCE VIDEO GAME CONSULTANT

 FREELANCE CONSULTANCY SERVICES

PEER AND CONTEMPORARY

 TORONTO, CANADA

 +1 416 987 4935
EXTENSION 3000

 CPRIEST@PIXELCARVE.COM

 [CURTIS.PRIEST](#)

CURTIS PRIEST

PARTNER / PRESIDENT & CEO

 PIXELCARVE INC.

PREVIOUS DIRECTOR (CEO) AT PIXELCARVE