



NAOMI DARA HARRIS

BRANDING / UI-UX / PRODUCT DESIGNER

A creative designer with 15 years of experience spanning advertising, branding, marketing, strategy, and product. Over the past few years I have helped people build powerful, effective brand designs, strategies and products, positioning them as industry leaders.

I have provided services for startups, SME's and digital agencies, creating unique user experiences for a wide range of industries such as; fin-tech, crypto, renewable energy, education, investment, fashion and retail. I have had the opportunity to work with some amazing companies and clients building exciting brands from conception, through strategy and production, to final product.

CAREER HISTORY

July 2020 - present

Head of Product and Creative Director

FINANCE.VOTE / FACTORYDAO, BLOCKCHAIN

FactoryDAO leads the DAO wave with an extensive suite of dApps for building sustainable, decentralised organisations. Building no-code, modular infrastructure, allowing anyone to launch a DAO.

Responsibilities:

- Branding: positioning, strategy design and application across web, product, print and socials.
- Leading development teams for optimal product outcomes.
- Product definition, UX, UI, testing and iteration.
- Marketing leadership across multiple teams and campaigns.

July 2018 - April 2020

Branding Manager and Product Designer

ICONIC HOLDING, FINTECH, FRANKFURT

Iconic Holding is a decentralized VC and digital asset management ecosystem built of multiple brands and products. A global startup specialising in equity management, financing and company building for the crypto industry.

Responsibilities:

- Branding strategy, concept and design for the multi-brand and product company.
- Product UX, UI and design.
- Webdesign for the main and sub-brands.
- Marketing content and design.

April 2017 - April 2019

Product, UX and Design Officer

PROCIRCLE NETWORK, REC-TECH STARTUP, UK

ProCircle is a professional network for accounting and tax professionals creating the most user friendly technology solution to accountancy recruitment.

ProCircle beta-launched its first version in October 2017. Initial traction and feedback has been positive from both sides.

Responsibilities:

- Overseeing and advising on product UX, design and development process, QA and launch.
- Brand communication strategy and design for social media and advertising.
- Overseeing and guiding contractors, leading campaigns and creating promotional videos.

February 2014 - May 2015

Senior Branding, UI/UX & Web Designer

BOLDS CREATIVE, BOUTIQUE DESIGN AGENCY, NYC

A unique agency specialising in 360 degree branding, web, product and packaging solutions in banking, lifestyle, technology & services.

Notable Clients: Bank Hapoalim (2nd largest bank in Israel) Kiehl' Cosmetics, Zara Group.

Responsibilities:

- Working directly with international clients to build complex UI/UX concepts and designs.
- Managing developers to create unique user experiences through design and interaction.

Achievements:

- "Honours award" from awwwards.com for "Bolds creative" website - Design, UI and concept.

July 2011 - April 2012

Creative Designer

"FIRMA", ISRAEL'S TOP BRANDING AGENCY

Firma provide end-to-end branding solutions, from design through integration to ongoing implementation.

Disciplines: Package and environment design and branding, visual merchandising and media campaigns, webdesign and UI/UX.

Responsibilities:

- Unique POS experience design and branding.
- Lead Design for TWENTYFOURSEVEN, one of Israel's top fashion brands.
- Presentation delivery to existing and new clients: concept, strategy and design.

ADDITIONAL EXPERIENCE

March 2016 - January 2017

Branding Designer

EPIPHYTE, FINTECH, UK

May 2012 - January 2014

Freelance Graphic Designer

BRANDING, ADVERTISING & UI/UX DESIGN

May 2015 - June 2016

Creative Director & Cofounder

"SOMETHING GOOD" DIGITAL AGENCY

July 2009 - April 2011

Art Director

"AVRAHAM" ADVERTISING AGENCY

SKILLS

- » Highly experienced in independent and team work
- » Attentive to detail, committed to high quality outcomes
- » Ability to work under pressure and meet deadlines
- » Concept development from inception to final delivery
- » Management and organisation skills
- » Strong ability to interpret client needs
- » Adaptable to any given challenge
- » Affinity to learning new technologies and techniques
- » Creative production management of multi-part teams

ACADEMIC QUALIFICATIONS:

2004-2008: B.Des. Visual Communications
Bezalel Academy of Art and Design,

PROGRAMS:

Design: Adobe Creative Cloud: Photoshop, InDesign, Illustrator, Premiere Pro

Product: Figma, Sketch, Invision, Zeplin

Web: Wordpress, Wix, Webflow

References available on request