

Danny Mieles

ARCHITECT TURNED MULTIDISCIPLINARY DESIGNER

danny@dmieles.com
+49 160 9141 0483
<http://www.dmieles.com>
[linkedin.com/in/danny-mieles](https://www.linkedin.com/in/danny-mieles)

EDUCATION

Master's, International Design

Hochschule Ostwestfalen-Lippe
Detmold, Germany 2016 - 2018

Bachelor's, Architectural Technology

NYC College of Technology
New York, NY, USA 2007 - 2011

CERTIFICATIONS

B2B Marketing: Positioning

LinkedIn

Membership

The Interaction Design Foundation

SKILLS

HTML • CSS • Illustrator • Photoshop
• After Effects • Figma • Wireframing •
Prototyping • Premiere • Framer •
Spline 3D • Rhino 3D • Shapr3D

STRENGTHS

Innovation

Won consecutive internal idea
submission contest 3 years in a row

Teamwork

Consistently collaborated cross-
functionally to ensure buy-in and
satisfaction across departments

LANGUAGES

English (Native)
Spanish (B2)
German (A2)
Swedish (A2)

SUMMARY

Multidisciplinary Designer with over 10 years of creative output including web design, UIs, animations, photography, and video production. Designed a new interactive catalog for \$3.7 mil. monthly revenue fabrication & machinery client and knowledge hub for their SaaS offerings that resulted in a 12.4% increase in CR.

EXPERIENCE

Schüco International KG

Project Manager – Global Sales

Stockholm, Sweden 2020 - 2023

- International Brand Evangelist for Digital Products and Services, transferring key user group insights of over 250 members worldwide to product teams.
- Led Project Team of 8 interdepartmental colleagues from Marketing, Sales, and Product Management to adopt and distribute new product wiki across the entire global salesforce.
- Adoption of a new product wiki resulted in a 4.1% increase in customer retention.
- Designed and developed a new interactive product brochure for our machinery and fabrication department to distribute at a global industry conference to over 5,000 visiting business partners.

Digital Expert – Europe & North America

Stockholm, Sweden 2018 - 2020

- Evolved B2B customer program into an educational platform, integrating Cross-disciplinary Design Thinking.
- Led new creative to increase promotional content production by 100% through the fusion of Art and Technology.
- Increased social engagement by 37% through comprehensive content strategy and adoption of emerging technologies.

Content Producer – Digital Marketing

Bielefeld, Germany 2017 - 2018

- Developed a new digital business card for the entire employee base of over 3,500 with innovation-driven creative solutions.
- Adaptive and agile design production of product materials successfully produced in over 27 languages.

Bories & Shearron LLC

Project Manager

New York, NY, USA 2015 - 2016

- 100% on-schedule delivery of projects, providing high-quality deliverables and successful fusion of aesthetics and user experience.
- Dynamic Problem Solver in Design Spaces with 4 simultaneous projects running concurrently.