



Hello I'm

Werner Held

Experience Architect (UX/UI) · Servant leader · 3d artist · Photographer · Author
Hiker · Nature lover · Trekkie · Soundtrack addict · Husband · Dad · apart from
that, quite healthy ;)

📍 Undinestraße 28, 12203 Berlin, Germany

☎ +49 163 840 948 9

✉ w@heldentaten.com

💻 www.heldentaten.com

🌐 [@mrwerns](https://www.linkedin.com/in/mrwerns)

🎂 23.09.1979

❤ married, 2 kids

Profile

20+ years' experience in UX/UI Design with a proven track record in
B2C/B2B web/app projects, to global campaigns, to complex end-to-end
programs at enterprise scale.

Pragmatic, goal-oriented project manager – always achieving
measurable results for the organization and top satisfaction scores from
the customers.

Experienced design team leader, subscribing to the "Servant Leadership"
philosophy – able to successfully motivate cross-functional,
multicultural international teams.

Core expertise

Team leadership
Project management
UX research
UX/UI design
Visual design

Technical skills

HTML / CSS
WordPress CMS
Salesforce
3D design & animation
Video editing / compositing
Photography



Professional Experience

Salesforce.com · Berlin, London, Madrid, Helsinki, Amsterdam, Warsaw
Sr. Manager / Experience Architect & Studio Lead Professional Services

04/2016-present

Leadership of design team - Leading the DACH region design practice with a team of up to 8 UX and UI designers while interfacing with Pre-Sales / Sales and clients incl. C-level

- Scope, planning and managing projects in EMEA & other regions (**bookings up to 100,000,000.00 EUR**)
- **15% higher score** than the company average in annual leadership survey
- Development and ownership of Salesforce's **User Needs Discovery Microservice**
- **Internal enablement** on Experience Design and the human centered design approach
- Commitment to **nonprofits** and the Salesforce **Earthforce division**

Highlights

- **Shaped the future of sales in one of the leading intralogistics companies** - Led interdisciplinary UX-driven engagement using Sales Cloud, Einstein Voice and other SFDC products, **leading a team of 4**
 - Achieved **customer satisfaction score of 5/5**
- **Resolved adoption problems in a worldwide automotive sales organization of over 100k retailers** by leading surveys, interviews & field studies and solutioning within Community Cloud environment
 - **Developed a roadmap** for harmonizing business, IT and user needs for the **project team of 120 people**
- **Transformed Customer Service at global parcel logistics provider** working with up to **5 designers** on a CRM replacement process – including intensive user research and user validation to streamline processes and interfaces of Service Cloud
 - Boosted efficiency and effectiveness of service agents and **saved up to 74+ hours per day, per location**
 - Achieved **customer satisfaction score of 5/5**

YourSL · Berlin

2015-2016

Sr. UX/UI Designer

Role included creation/conception, as well as process planning for Coca Cola Erfrischungsgetränke AG

- Worked on Get Happy App including Backend, Sales Automation App

mark veys GmbH · Berlin, Rostock

2011-2015

Designer, Conceptioner, Project manager

Project management and responsibility for creation, conception, art direction for AIDA Cruises, DRF Luftrettung, Costa Crociere

reich in spe GmbH · Berlin

2008-2010

Managing Director/Art Director

Executive director and design lead for projects/campaigns such as Q-Cells, Eisbären Berlin, Vattenfall, IFA Berlin, Ubisoft, Electronic Arts, Nintendo, Sony Entertainment

- Co-founded and operated "GamerGirls", the first game editorial blog by women for women

Webfact Internet Concept GmbH · Berlin

2004-2008

UI-Designer/Conceptioner

Collaboration on Big Brother 6, UNESCO, Universal Music, Sat.1. from 2006
Design and Art direction for Echo, Sat.1, Matador, UNESCO

heldentaten · Berlin

2002-present

Freelancer

Projects for Dinnebier Gruppe, Institute for Classical Archeology at the Free University of Berlin, Adlon, Berliner Fenster BKA-Luftschloss, Frogster Interactive, InterContinental, ARD, Gruner und Jahr

Education**Mediadesign - Hochschule für Design und Informatik · Berlin**

2000-2002

*Designer New Media (MDA) · graduated with distinction***Certifications**

NN/g UX Professional (Specialty Credits: UX Management, UX Research), Salesforce Admin 201, Scrum Master, Scrum PO

Languages

German (native)
English (fluent)

Awards & accomplishments

Animago · Animago Award (3rd place), category: Interior Design

2002

gfx-inside / 900pixel (2D/3D-design communities) · Co-Founder/Chief Editor

1999-2005

“...thank you for your hard work, and for keeping us "up and running". You formed a great place to work and an amazing team. Your dedication and your visionary thinking (studio Berlin!) are both motivating and exhilarating. It's a pleasure to come to work every day.

- Employee Feedback