

Hello I'm

Werner Held

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

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- <u>w@heldentaten.com</u> <u> www.heldentaten.com</u> <u> in @mrwerns</u>
- **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.

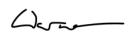
Experienced design team leader, subscribing to the "Servant Leadership" philosophy – able to successfully motivate cross-functional, multicultural international teams.

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

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

2008-2010

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.