



# DARIA TARAWNEH

Head of UX

An architect turned digital designer, simply I design experiences for the digital world now. I help customer define and create their digital strategy and user experience by focusing on their users. With more than 14 years of experience in consultancy, corporate and the startup world I had the opportunity to work on various projects in different fields in 7 countries including building a successful startup in New Zealand and Japan.

Currently, I am heading design in Amazon Web services – Management tools.

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## Education

## WORK HISTORY

### Head of UX – AWS Management tools

#### Amazon Web Services

*Berlin-Germany*

*Sep 2017 - date*

- + Lead the product and design team across the Management tools Amazon Web Services products. Oversees day-to-day operations of project deliverables, and problem resolution. Coordinates project schedules, assignments and work flows.
- + Pitch New Business Ideas; report to the directors and GMs progress, hurdles, milestones and KPIs.
- + Collaborate with program managers, business analysts, technical staff, and visual designers to identify requirements and set design goals.
- + Create Strategic Roadmap, goals and key deliverables such as user stories and personas, project documents, user flows and journey maps, sitemaps and wireframes.
- + Creates Product strategies for a wide range of user, business and marketing goals by leading program-level initiatives. Defines complex problems expertly by using research, conceptualization (sketches/wireframes), visual design, information architecture, interaction, and by having a precise eye for detail on the execution.
- + Mentor and help designers in areas of Design thinking and trends of User Experience.

### Lead Product Designer

#### Mckinsey

*Berlin-Germany*

*April 2017 – Sept 2017*

- + Solve complex problems from a diverse set of perspectives, contexts and research inputs in collaboration with industry experts and business analysts
- + Help guide companies through their digital transformation and mental shift.
- + Lead qualitative and quantitative analysis techniques to continually improve the user experience. Analyzes data and client feedback in order to make critical design decisions.
- + Utilize expert understanding of the latest technology and devices (including programming languages, network infrastructure, processes, web and mobile application development) to produce technically achievable and efficient interactive solutions.
- + Present design solutions to senior management, project teams, partners, and stakeholders. Ensures the success of the strategy and champion the best possible user experience
- + Conduct and lead design thinking workshops and design sprints. Educate other teachers on how to utilize these methods to help them with the digital transformation.

### Lead Product Designer

#### Movinga

*Berlin-Germany*

*April 2016– April 2017*

- + Manage the design team, conduct review sessions and feedback loops. Help the team with their career growth and aspirations. Establish and foster a creative company culture.
- + Conduct interviews for the recruitments of the design team.
- + Formalize and establish a product design strategy, design pipelines, collaboration processes based on Scrum and Lean UX.

## MBA – Durham University

Durham – UK  
2021

## Certified Scrum Product Owner

Tokyo – Japan  
2016

## Business administration

Cambridge International College  
2009

## Bsc. Architectural Engineer.

Jordanian University of Science and  
Technology  
2009

## Art Diploma

Jordan institute of Fine Art  
200

### Tools

Photoshop	*****
Illustrator	*****
Sketch	*****
Indesign	*****
Prototyping	*****
BPMN	*****
UML	*****
HTML	*****
CSS	*****

### Languages

Arabic	*****
English	*****
Russian	*****
German	*****
Japanese	*****

- + Utilize industry design standards and best practices to define and implement design criteria, and apply user centered design methodologies to ensure ideas are based on customer needs.
- + Lead the team to Design inspirational, useful, and usable experiences by placing the client/investor first while balancing business and marketing needs. Has expert knowledge in user-centered design principles, visual design, user behavior, interactions and Vanguard's brand.
- + Pitch New Business Ideas; Report to the Executive Sponsor on progress, hurdles, milestones, and spend. Pitch the Growth Board on new opportunity areas and potential solutions to invest in.
- + Plan and implement data collection initiatives across the various teams.

### Head of product

株式会社 iKEMU-Japan

Tokyo- Japan  
Aug 2013– July 2016

- + Open and establish offices in Japan and Manila.
- + Lead the development of the products and manage the cross-functional team (Engineers, PR, Marketing, Design and business) in various countries. Oversees day-to-day operations of feature deliverable and project timelines.
- + Own weekly and monthly reporting on the state of the initiatives you own. Utilize metrics to deep-dive into issues and uncover business-driving trends and patterns.
- + Mine and analyze data for metrics and decision support. Investigate abnormal trends to identify root cause and provide actionable recommendations. Work with partner teams for alignment and execution. Driving results by exercising judgment using available information.
- + Build business cases, articulate strategy, sell vision to leadership, understand the market, analyze consumer engagement to define product and experiences to meet business goals.
- + Develop detailed, crisp requirements and user stories and create product specifications and architecture for each product and application.
- + Manage prioritization and trade-offs between technical constraints, customer experience and operational workload.
- + Build and foster partnerships with external vendors, agencies and developers.
- + Drive adoption growth of rolled out solutions, assess open opportunities to further enhance product perception and remove friction points.

### Head of Design

iKEMU

Auckland- New Zealand  
April 2012– July 2016

- + Create the product roadmap, strategy, user experience and the technical requirement and infrastructure to build the Partner platform and consumer application.
- + Develop and implemented a creative strategy that increased brand association and recognition through brand marketing assets, Teams, Athletes, go to market, and retail.
- + Hired and built the design and marketing team in the company in 4 countries.
- + Oversee overall strategy, planning, prioritization and execution for the end-user experience. Managed research and design operations including the infrastructure, team and vendor management across all phases of the design life cycle.
- + Worked directly with the C -Level to propose and manage end-to-end execution of new and existing products from inception through all phases of the products' lifecycle.

## Product Manager

### Freelance consultant

*Auckland- New Zealand*

*August 2011– April 2012*

- + Help companies to define and prioritize the target market segments, influencers and buyers, and customer value proposition.
- + Provide overall strategic direction and leadership for company's Product team by identifying new business models to engage customers.
- + Define and help drive the overall product vision, portfolio strategy and roadmap together with the client product owners to provide a highly differentiated, industry leading solution aiming at helping with digital transformation.
- + Provide insight and alerts to the client management team on broad strategic and tactical assessments of product technology in the marketplace, opportunities and threats.

## Program Officer – Design Lead

### The Jordanian Hashemite Fund for Human Development

*Amman - Jordan*

*October 2010– August 2011*

- + Lead the planning and implementation of multiple development programs targeting under privileged communities.
- + Manage & lead discussions with NGO's / Government agencies to submit initiatives and score funding grants.
- + Write and facilitate the definition of project scope, goals and deliverables. Define project tasks and resource requirements
- + Oversee the work of the marketing team to ensure the appropriateness of the designed materials.
- + Manage a cross-functional team (Designers, Marketing, Branding, Project Managers)

## Digital Program Officer

### Amman Institute

*Amman - Jordan*

*May 2009 – August 2010*

- + Develop and run community participatorily workshops focusing on local communities.
- + Design and illustrate various communication materials.
- + Initiate and propose digital projects aiming at educating local community about urban development.

## UI Artist

### Nassons Entertainment

*Amman- Jordan*

*March 2006 – April 2007*

- + Design the games interface and the concept art