

Daniel Gontz

Design leader and mentor with more than a decade of experience skilled in leading cross-functional teams, developing scalable design systems, and driving data-driven solutions that enhance user adoption and product quality. Proven track record in managing AI-driven projects aligned with business goals.

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EXPERIENCE

2022 - present	Design Manager EMEA region - Amsterdam, NL
BACKBASE Fintech	- Led and mentor a 15+ member design team across two product domains, driving initiatives that enhanced design efficiency and effectiveness across the region, improving project turnaround times by 30%. - Formulated OKRs for integrating AI into design processes and led design system efficiency programs, reducing wasted design time by 43%.
	Project Design Manager - Amsterdam, NL
BACKBASE Fintech	- Built and led a team of 9 designers from the ground up. - Integrated AI-driven design features in collaboration with engineering, product, and marketing teams, boosting user adoption by 23%. - Directed Agile design consultancy, collaborating with senior leadership to enhance solutions across fintech products. - Promoted to Design Hub Lead and People Manager
2021 - 2022	Design Lead - Amsterdam, NL
IMOPEDIA Startup	- Led a team of 3 designers - Increased user retention by 17% through effective user flow design and leveraging data-driven insights to implement feedback loops. - Created a design system accessible and fully WCAG 2.1 compliant, managing a team of 3 designers and focusing on scaling user-centred design solutions for a growing startup.
2018 - 2021	Product Discovery Lead - Valencia, ES
COLORBITOR PRODUCTION Agency	- Led digital transformation projects for institutional clients, focusing on UX enhancements that generated over €100k in new projects. - Pioneered innovative solutions using emerging technologies like AR/VR, driving agency business growth by 15%.
2017 - 2018	Product Design Advisor - Amsterdam, NL
OPERA AMSTERDAM Agency	- Led a multi disciplinary team of six - Spearheaded the creation of eight highly praised interactive installations for Louvre Abu Dhabi's Children's Museum, earning the highest user satisfaction ratings for two consecutive years.
2015 - 2017	Design Lead - Amsterdam, NL
HOSPICE Research	- Collaborated with the psychology department to prototype emotion recognition systems, utilising machine learning to increase user engagement time by 35%. - Led gesture-based interaction design, focusing on task flow improvements that enhanced user engagement in healthcare simulations.
2012 - 2015	Founder Product Design - Bucharest, RO
CHRONOVISOR Startup	- Founded a startup that developed a tourism-focused augmented reality app, winning multiple awards for innovation and creative design. - Managed the product lifecycle with a lean approach, emphasising user-centred design and prototyping MVP experiences.
2009 - 2013	Product Design - Bucharest, RO
COLORBITOR Agency	Led product UX discovery and experimentation initiatives using emerging tech (AR/VR, MR). Informed the roadmap and shipped 9 user tested and GTM validated products.

EDUCATION

2000 - 2005	Graphic Art and Painting - Vienna, AT
Akademie der Bildende Künste	- MA, Painting and Graphic Art - New Media class under Prof. Peter Kogler

ADDITIONAL

Certifications	- IBM Enterprise Design Thinking - Team Essentials for AI - IBM Enterprise Design Thinking Co-Creator - IBM Enterprise Design Thinking Practitioner
Languages	- English, Proficient - German, Proficient - Romanian Native

Thank you. If you'd like to chat, don't hesitate to reach out: gontz@gontz.com