

# Dan Newman. Dog Dad. Creative Director. Designer. Pākehā. Wellingtonian. Nerd. Font Fiend. Camera Collector. Book Buyer. Cricket Fan. List Maker.

Newman, Dan — Assistant to the Branch Manager

Labradoodle, Ada — Branch Manager



## RÉSUMÉ

**Kia ora. Hello.** I’m Dan Newman, an experienced Design Leader and Designer from Te Whanganui-a-Tara/Wellington, Aotearoa/New Zealand.

I’ve led, hired, and managed growing design teams in several startups and digital agencies, across timezones, in offices, and remotely, all while continuing to work directly on projects. I’d love to keep doing that with fun, genuine, creative people working for an organisation with a real purpose.

A longer bio is available at [dan.newman.is/#employable](https://dan.newman.is/#employable)

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Website [dan.newman.is](https://dan.newman.is)

Location Wellington  
Timezone GMT+12 / NZST  
Citizenship New Zealand  
Ethnicity Pākehā  
Born 1982

## EXPERIENCE

- Sledi**  
Design Lead  
2021—2022  
Remote
- Springload**  
Creative Director  
2017—2021  
Wellington, New Zealand
- Koordinates**  
Head of Design  
2015—2017  
Wellington, New Zealand
- Xero**  
Creative Director  
2012—2015  
Wellington, New Zealand

- Tigerspike**  
Creative Director  
2010—2012  
London, United Kingdom
- Flightless**  
Designer / Front-end Developer  
2007—2009  
Wellington, New Zealand
- The D.A.**  
Founder  
2004—2007  
Whanganui, New Zealand
- Freelance**  
Designer  
2001—2004  
Whanganui, New Zealand

## EDUCATION

- Scholarship: Masters, Interaction Design**  
Nottingham University & FH Oberösterreich  
2005—2006  
Nottingham, United Kingdom / Hagenberg, Austria
- Masters, Computer Graphic Design**  
Whanganui School of Design & Waikato University  
2001—2006  
Whanganui, New Zealand

## AWARDS

- AGDA Awards:** Pinnacle, Distinction, and Judge’s Choice (x6)
- Type Directors Club:** Certificate of Typographic Excellence
- Red Dot Award:** Best of the Best (x2)
- DINZ Best Awards:** Gold (x2)

A full list of awards is available at [dan.newman.is/#winning](https://dan.newman.is/#winning)

## SKILLS

- I take great pride in supporting creative teams to do their best work with an empathetic and encouraging leadership style. In over two decades working hands-on and directing teams, I’ve designed everything from websites, apps, conferences, swag, office fitouts, billboards, logos, and brands. I’m experienced in the following areas of design and team management:
- Visual design, art direction, and typography.

— Branding, identity design, and design systems.

— Advertising, marketing, and growth experimentation.

— User research, usability testing, and prototyping.

— Managing multidisciplinary teams and projects.

— Leading design ideation and creative process.

— Front-end engineering support and collaboration.

— Shipping and refining quality user experiences.

A selection of projects I have worked on is available at [dan.newman.is/#archiving](https://dan.newman.is/#archiving)

## TESTIMONIAL

- [Dan] you are an absolute superhuman. I’ll always remember when I first met you for a coffee after you were hired as my boss. You asked “How can I help?” lol. I appreciate so much how you listened and included everyone in developing our team and practices. The care and sensitivity in how you mentor people and their work, realising that words really matter, and people receive things differently. I have seen the people and work flourish, and how thoughtfully you’ve looked after team members facing challenges. You have been the bedrock of our wonderful, fun and inclusive team culture, thank you for all you have given (and all the sleep you have lost!).

— Lizy Cretney (Design Director, Springload)