DAN

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 and vision.

Email	dan@newman.is
Website	danserif.com
Qualification	**Masters** (Design)
Timezone	GMT+12 / NZST
Location	Miramar, Wellington
Citizenship	New Zealand
Ethnicity	Pākehā
Born	1982

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, installations, and design systems to conferences, keynotes, swag, office fitouts, posters, billboards, advertising campaigns, 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 the 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

EXPERIENCE

Knolling
Director / Co-founder
2025—Present
Remote

Knolling is a design studio and family office.
I run the business with my partner. We work with founders to refine their branding, marketing, and design direction, as well as building and investing in our own products.

Axiom
Head of Design
2022—2025
Remote

Axiom is an observability application for developers.
I helped grow the design team while also establishing the visual aesthetic, brand, GTM strategy and metrics, product onboarding, UX, marketing website, emails, blogs, conferences, ads and swag.

Stedi
Design Lead
2021—2022
Remote

Stedi is a startup building EDI software.
I worked with a team of designers and front-end engineers to establish the design direction, brand, and marketing efforts for the launch of their first developer-focused products.

Springload
Creative Director
2017—2021
Wellington, New Zealand

Springload is a digital design and development agency.
I led and hired a large creative team (through a merger), as well as pitching, delivering, and improving the quality of projects. I also directed and designed the award-winning Klim Type Foundry site.

Koordinates
Head of Design
2015—2017
Wellington, New Zealand

Koordinates is a suite of geospatial data management tools.
I joined as their first designer and hired a team to help with a major redesign of the product. We also designed brand and sales collateral, as well as the marketing and help websites.

Xero
Creative Director
2012—2015
Wellington, New Zealand

Xero is online accounting software.
I led and hired an internal design team through intense growth, while directing and designing xero.com, Xerocon, OOH and digital campaigns, and creative for marketing, sales, and product teams.

Tigerspike
Creative Director
2010—2012
London, United Kingdom

Tigerspike (now Concentrix Catalyst) was a mobile agency.
I joined the London office as it was established, and helped design some of the first iPhone and iPad applications for The Economist, Al Jazeera, Virgin, The Telegraph, and France Télévisions.

Flightless
Designer / Front-end Developer
2007—2009
Wellington, New Zealand

Flightless was a design studio.
I worked with the team to design and build websites, interactive exhibitions, and brands for clients like Icebreaker, Nintendo, SPCA Pik Pok, Te Papa (Museum of New Zealand), and Spy Valley Wines.

The D.A. (Freelance)
Designer / Co-founder
2001—2007
Whanganui, New Zealand

The D.A. was a design studio for freelancers.
I co-founded a company to help students get freelance design work and business experience before graduating. I also freelanced for various clients designing logos, print collateral, and websites.

TESTIMONIALS

[Dan] you are everything I've ever wanted in a sparring partner in design and I respect that you give me space to try things out while guiding them into a good place with your experience. I'm very excited where we are heading with our brand, and grateful you've helped us stand out in a sea of startups.

I really appreciate you jumping into different areas of the business (marketing, sales etc.) to help us scale. Your fingerprints are all over Axiom and it's amazing!

— **Neil Jagdish Patel** (CEO / Co-founder, Axiom)

I'm extremely grateful to Dan for always pushing us to deliver truly beautiful work, while building and mentoring a powerhouse team (from 2 people to nearly 20), under incredibly challenging pressures and timeframes. Thanks to Dan's talent, commitment and resilience our work and our team delivered to an extremely high standard on every project.

We couldn't have scaled the team or maintained our high quality standards without him. It's an understatement to say Dan had a huge and very positive impact on Xero.

— **Philip Fierlinger** (Head of Design, Xero)

[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?".

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 the 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)

AWARDS

Red Dot Award: Best of the Best (2)
Type Directors Club: Certificate of Typographic Excellence
AGDA Awards: Pinnacle (1) Distinction (3) Merit (2) Finalist (4) Judge's Choice (6)
Communication Arts Award of Excellence: Typography Annual
DINZ Awards: Gold (2) Silver (6) Bronze (5) Finalist (14) Judge (1)
D&DA: Shortlist (2)

A full list of awards is available at dan.newman.is/#employable

EDUCATION

Scholarship: Masters, Interaction Design (Leonardo Project)
Nottingham University & FH Oberösterreich
2005—2006
Nottingham, United Kingdom / Hagenberg, Austria

Masters, Computer Graphic Design (Honours)
Whanganui School of Design & Waikato University
2001—2006
Whanganui, New Zealand