Daniël van der Winden

Software/Product Designer

Software/Product Designer with a decade of experience designing digital products, leading teams, and setting direction. Most recently I worked for <u>Ghost</u>, designing and building tools for writers, journalists and publishers. Before that I helped mould the design studio <u>Bakken & Bæck</u> into what it is today by building teams, shaping strategy, and delivering products—from zero to one.

Experience

LAPCHENCE	
2023–2025	Senior Designer at Ghost (remote)
	Involved in designing new features and exploratory
	brand & product work. Coded numerous
	improvements throughout the product and
	its marketing site.
2019–2023	CDO, Partner at <u>Bakken & Bæck</u> (hybrid)
	As Partner, I was involved in setting the company's
	strategy. As CDO, I focused on our Product Design work and team—from securing projects to hiring
	new team members, and from elevating our
	reputation externally to enabling Product Designer
	to do their best work.
2015–2019	Designer, Head of <u>Bakken & Bæck</u>
	in Amsterdam (hybrid)
	Set up shop in the Netherlands and built a local,
	multi-disciplinary team of up to 20 people to
	help the company take root. Mentored Product Designers and other team members.
	Designed digital products and websites.
2014–2015	Designer at <u>Fabrique</u> (on-site)
2013–2014	Internships at Fabrique and Bakken
	& Bæck (on-site)
Education	
2010–2014	BA, Communication & Multimedia Design
	Avans University of Applied Sciences, Breda (NL)
2013–2014	Exchange Program, Graphic Design
	Anglia Ruskin University, Cambridge (UK)
Website	www.daniel.pizza
LinkedIn	http://linkedin.com/in/dvdwinden
Email	d.vanderwinden@gmail.com
Phone	+31 (0)6 12 40 67 88