

# Dan Glen

## Senior Product Manager & UX Designer

Creative problem solver delivering innovative products solutions.

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## Overview

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With 19 years of experience as a Product Manager and UX Designer, I have expertise in delivering innovative products, providing seamless user experiences, and strategic product management for established brands and start-ups.

My technical background in website design and development adds to my skill set, making me a well-rounded professional. I am passionate about my work and take pride in delivering high-quality products that meet the needs of end customers. My experience, skills, and commitment make me an ideal candidate for any product management or UX design role.

## Career Highlights

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<b>19 Years +</b> Experience	<b>33 +</b> Countries	<b>52</b> Websites	<b>2.1b +</b> Pageviews	<b>€2m +</b> Campaigns	<b>40 +</b> Brands	<b>8 +</b> Industries
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- Helped create and launch one of Europe's fastest-growing refurbished e-bikes companies, rebike.com.
- Designed and built one of the most advanced and automated 360-degree e-bike photography studios.
- Launched a LinkedIn-style networking platform for professionals working in the video game industry.
- Gained over 80 million views from European advertising campaigns within the automotive industry.
- Created a recruitment hiring and firing report that went viral and was globally used for over ten years.
- I opened a rock and roll bar with live music called "The Dog House" in Acton, West London.
- Generated over £1m in revenue from joint venture advertising campaigns during the 2008 recession.
- Pitched and presented a social media idea to the CEO of Domino's Pizza worth £56m.
- Built the first social networking website for the recruitment industry.
- Saved Lufthansa Technik over £400k annually by creating an online photography system worth £1,200.
- Redesigned Lufthansa's microsite, which gained first position on Google.
- Developed a secure aircraft procedure system that was highly recognised by the aviation authorities.

# Career History

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## Product Manager

### Rebike Mobility

01/07/2019 - Present

At Rebike.com, as an early member responsible for designing and developing the website, streamlining processes, automating photography, and supporting and building the tech team and entering into new markets. By meeting investors' targets successfully, I played a crucial role in the company's growth and success.

- Successfully assisted a start-up to become market leader within 4 years.
  - Continues user journey and conversion rate optimisations.
  - Roadmapping and project coordinating with devs, designers & stakeholders.
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## Brand Designer

### Carfax Europe

01/02/201 - 01/07/2019

As a manager and designer for all European websites, I optimised UX and checkout flows, page designs, produced online, offline and video advertising campaigns across Europe. Managing partner integration design solutions for top platforms such as eBay, Auto1, Blocket.se, AutoTrack.nl and OtoMoto.pl.

- Developing and executing multiple advertising campaigns with a €2m budget.
  - Design of B2B and B2C customer portal and identifying user frustrations.
  - Managed all branding visual strategies and successfully entered new markets.
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## Creative Director

### Luduro

01/06/2016 - 01/01/2018

I worked as a freelance visual designer and marketing consultant in the high-end audio industry. My projects involved analysing and improving existing websites, creating microsites for product launches, and revising marketing strategies.

- UX and design improvement projects to increase the conversion rates.
  - Build product owner community groups and web based support centres.
  - Clients included Cyrus Audio in the UK and MBL Audio in Berlin, Germany.
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## Global Web Manager

### TeleAdapt

01/11/2012 - 01/06/2016

Designed international websites and managed a global team based in the US, UK, UAE and China within the marketing departments to promote hotel room electrical and multimedia products for the hospitality industry.

- Supported brands such as Accor, Hilton and LG to create co branded products.
  - Checkout UX design improvements doubled the product lead generation.
  - Providing visual designs to support international marketing campaigns.
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## Creative Director

### True Republic Production

01/05/2008 - 01/11/2012

Founded a creative agency specialising in web and app design, social media marketing, and video production. I built a team of nine talented individuals.

- Live video streaming of corporate events, product and service videos
- Launched start-ups and improved established brands with online activities.
- International clients included the Antal, BBC, Jim Beam, SpenglerFox & Skoda

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**Web Designer****Antal International**

01/01/2007 - 01/05/2008

I redesigned an international recruitment job board website with candidate application tracking, created a B2B franchising site and co-branded landing pages for business partners such as Red Bull, IBM, and Mattel.

- Created an employment survey that went viral and was used for ten years.
- Built one of the early video conferencing platforms for candidate interviews.
- Maintained and improved the company's global intranet.

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**Graphic Designer****Meade Investments**

01/08/2006 - 01/01/2007

I worked as a graphic designer in the creative department, producing advertising content for the American markets within the financial sector. My main projects involved corporate brand design, image compositions, print literature, video production and website designs.

- Produced marketing campaigns material for the American financial sector.
- Supported and maintained visual design standards for 16 US & UK brands.
- Creative video ads with landing page and newsletter marketing campaigns.

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**Junior Web Designer****Lufthansa Technik**

01/02/2004 - 01/08/2006

I redesigned and optimised Lufthansa Technik's landing gear division website and got the first result on Google. I have taken aircraft photos to produce marketing materials for both online and offline use.

- Created a serial number photography system that saved annually £400k.
  - Built a private intranet access to secure aircraft's procedure documents.
  - Both initiatives were highly recognised by the FAA and CAA during inspection.
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## Education, Training and Certification

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Upon completing my studies in Graphic Design, Art, and Music at a high school in London, I began my professional journey at Lufthansa Technik as a Junior Designer. The company provided additional technical training in Macromedia/Adobe products, which further helped me develop my technical skills. Working with Lufthansa's brand procedures gave me valuable international experience that has helped me further my career as a visual designer.

- Advanced level of Adobe Creative Suite design programs (Photoshop, Illustrator, Dreamweaver..etc)
- Advanced HTML, XML and CSS.
- Microsoft A+ and Microsoft N+ Certification.
- Raindance Film School – Director of Photography.

## Technical Skill Timeline

<b>UX &amp; Visual Design</b>	<b>2004</b>	<b>2006</b>	<b>2010</b>	<b>2014</b>	<b>2016</b>	<b>2023</b>
Web Design						
Graphic Design						
App Design						
UX/UI						
Product Photography						
Video Production						
Figma, PenPot & Adobe XD						
Adobe Suite (ai, psd & pdf)						
Brand Strategies						
<b>Web Technology</b>						
Web Development						
HTML, CSS & XML						
E-Commerce						
Payment Checkouts						
Responsive Design						
Joomla & WordPress CMS						
Shopware						
React						
<b>Marketing &amp; Advertising</b>						
Advertising Concepts						
Social Media Strategies						
CRM & Newsletters						
SEO Configurations						
SEA & Affiliate Marketing						
Paid Traffic						
Landing Pages						
<b>Business &amp; Management</b>						
Start-Ups						
Department Lead						
Fund Raising						
Pitching & Presenting						
Project Management						
Agile Management						
B2B Markets						
B2C Markets						
SaaS Products						

## Software & Project

In my 20-year career, I have managed diverse projects with proficiency in Adobe Suite, XD, Figma, Miro, Google Analytics, Optimizely, A/B Testing, Jira, WordPress, Joomla, Shopware, and React. My experience includes cart abandonment, conversion rate optimisation, UX/UI enhancements, recruitment processes, customer mapping, and surveys. I have also executed comprehensive marketing campaigns across various platforms. Notably, in both B2B and B2C domains, recently in the e-bike subscription (SaaS) mobility industry.

## Hobbies & Interests

I am currently working on a cookbook titled "Get Stuff". The book focuses on teaching easy-to-follow methods for cooking popular recipes. Apart from that, I am a lighting designer for several touring bands, and I work as a drum technician. Playing the drums is one of my hobbies. Additionally, I enjoy outdoor activities such as mountain biking and alpine skiing. Recently, I obtained my speed boat licence, and I love to go on sea excursions.