

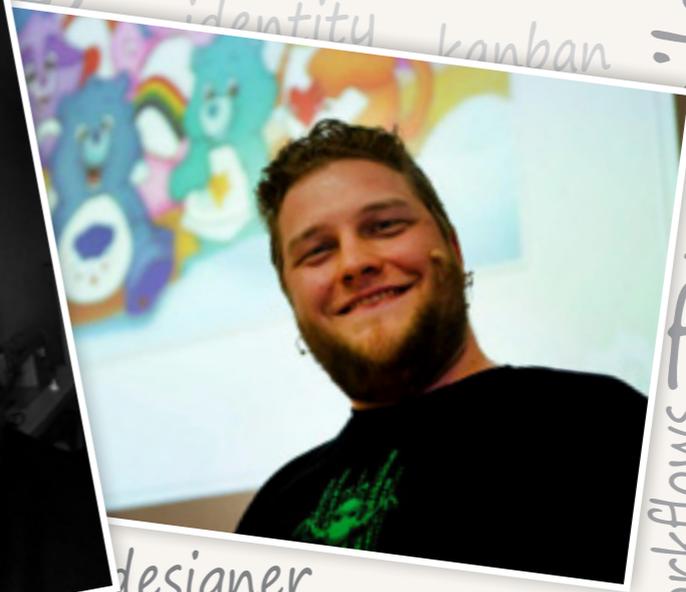
niels  ew
digital product developer. speaker.

Portfolio / CV

Certified Product Owner
UX Designer
Agile Coach



interdisciplinary lead learn wireframes gamedesign concept improve technology converse
crossfunctional user test connect identity kanban
lean usability experience
teamplay de process agile teach clients art product adapt passion
process agile teach clients art product adapt passion
scrum connect workflows mobile fun



Hi, my name is Niels,

a Berlin based ... well, what am I? I pondered the question for a while and in the end wrote "product developer" on my business card. You could also say I have a PM/UX hybrid skillset which I love to use to coach teams working agile or lean.

What is my passion? Developing great products in cross-functional teams, fulfilling the role of either UX designer, product manager or agile coach. Or sometimes a mix of all three. It always depends on what is required. And it helps tremendously to have worked in different roles before, as it enables one to better understand each person's individual needs and goals.

If there are two archetypes of product managers, either half business development or half designer/engineer, I am the latter one. If you look for someone who enables teams to work in an agile environment and likes to be knee deep in the tech stack and skips a heartbeat when doing wireframes, run a cross-functional team and keep the team's focus based on business metrics - I'm the right person for the job.

My approach? We start with user journeys to define a scope, use UML/BPML to describe processes and logic and then build wireframes and prototypes. Run experiments with clearly defined goals. Involve the whole team. Do our research homework.

My experience leading teams in complex, cross-functional environments - in startups and big companies - helps me with both the creation and the assessment of feasibility of concepts.

Let's have a chat! 



Case studies p. 1

Mobility Media - Technical PO (2015)

Mobility Media hired me as a PO/PM to help them with the transition of their product „Drivelog“ into a microservice architecture. The challenge was to make the transition while simultaneously releasing new ones and updating existing features.

My responsibility was to cut features into atomic chunks and then create the API documentation to allow engineers to plan the microservice architecture and create a roadmap.

I maintained and groomed the backlog and worked with the engineers to deliver and test the new microservices in our AWS environment.

Bosch - UX/PM hybrid (2013 - 2016)

Bosch has hired me on multiple occasions for different projects since 2013. My role in all project teams was a UX/PO hybrid and my role with higher management was helping to understand agile development constraints.

I worked together with the business owner to scope the project and then create the high-level user journeys, often aligning multiple departments. Based on these we could get the buying from management and kick off the project. I then created interactive wireframes both for user testing and for the project teams to plan their backlog around them.

I cut the features in deliverable chunks and created backlogs for cross-functional teams in multiple locations. I then helped these teams deliver their software in time. This included daily syncs with all teams across different time zones, aligning external and internal developers and syncing with the project managers and business owners to manage expectations.

Case studies p.2

Dejalytics (2014)

For dejalytics I developed the user journey and UX concept for a generic „next best action prediction“ software.

The software-as-a-service application targeting small and midsize companies who often don't have their own data scientists.

The challenge was creating a intuitive concept that allowed people with less experience to create prediction models while allowing experienced users to dive deeper without feeling constrained.

A modified version of the service is now available at Altasigma (<https://altasigma.com/>)

VW Digital Lab - How to do „Lean“ (2016)

I joined Pivotal to help the Volkswagen digital Lab to transform the way Volkswagen develops software.

My project was a mobile application that involved talking with the car via dongles. My responsibility was to pair with other product managers from VW to teach them lean software development and how to ship and fail early and often.

I helped them groom backlogs, write user stories that have proper format and acceptance criteria, run user tests, work with UML's and create user journeys. In the end we have been one of the rare projects who successfully launched working software. Despite technical hurdles our mobile app used the car's dongle and we ran two very successful user test over multiple weeks.

Work experience

September 2017 - present

March 2017- July 2017

January 2017 - March 2017

June 2016 – December 2016

February 2016 - June 2016

June 2014 – January 2016

June 2013 - May 2014

November 2010 – April 2013

April 2008 – October 2010

January 2007 – March 2008

September 2003 – December 2006

February 2003 - July 2003

Sept. 2000 - Januar 2003

Freelance / Consultant

Product Management, UX Design, Agile

Senior Product Manager / Coach

DaWanda GmbH, Berlin

Freelance / Consultant

Product Management, UX Design, Agile

Senior Product Manager / Coach

for Pivotal @ VW digital Lab, Berlin

Freelance / Consultant

Product Management, UX Design, Agile

UI Producer

Bigpoint GmbH, Berlin

Freelance / Consultant

Product Management, UX Design, Agile

Team Lead

Gameduell GmbH, Berlin

Game Designer / Trainer

WM Team GmbH, Hannover

Project Lead

AVODI GmbH, Freiburg

Freelancer

Visual Design/Multimedia

Head of Design & Multimedia

Pixel & Friends GmbH, Freiburg

Apprentice

Pixel & Friends GmbH, Freiburg

Coaching / Teaching

Since 2013 I also coach teams or managers how to work agile. I normally do this while being hands on in a project as either a product manager or UX designer. If you are in need for a fulltime coach I can also fulfill this role exclusively.

From 2013 to 2015 I taught as a docent at the MHMK Berlin and the School-4Games Berlin - I love to share my experience with people!

Skills

Languages

English (Business fluent), German (Native)

Product Management

Expert Level

Lean / Agile

Expert Level

Product Design (UI/UX)

Expert Level

Public speaker

Experienced

Competencies

- Coaching teams on lean and agile.
- Profound in agile methodologies. Certified Product Owner.
- Wireframing, User Research, Prototyping.
- Problem identification and problem solving.
- Analyse and optimise cross team workflows.
- Managing people.
- Speaking art and tech lingo.
- Take any critique and feedback as a gifts from others.
- Work self dependently as well as to work in a team.
- Ability to listen and to give constructive feedback.

A glimpse of how I spend my free time

