



DARIA TARAWNEH

HEAD OF DESIGN AT MIRO

Former architect with 19 years of digital design experience specialising in B2C, B2B and enterprise product development. Success in launching startups in New Zealand and Japan, contributing to global projects portfolio in corporate and startup world.

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📍 Berlin, Germany

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SKILLS

- Design Leadership
- Design Thinking
- Rapid Prototyping
- Interaction design
- Problem-Solving
- Cloud Practitioner certified
- Project Management Tools

EDUCATION

Masters in business administration
Durham universituy
2018-2020

Bachelor of Architecture
Jordan University of Science and
Technology
2006-2009

LANGUAGE

English
Arabic
Russian
German

EXPERIENCE

Enterprise Head of Design

Miro

Berlin- 2023- Present

- Lead the design team within the enterprise stream, focusing on security, compliance, administration, payment, monetisation, growth, and platform integrations.
- Established a design framework in the stream by introducing design methods, routines, and review sessions.
- Introduced a mentorship program throughout the company to promote peer-to-peer growth.
- Launched Miro Enterprise Guard to enhance security in the admin area using AI/ML for anomaly detection and resolution.
- Orchestrated multiple growth trials to increase virality and revenue.
- Spearheaded the development of an admin-focused design system and led the migration of various products to the new design system.

Head of Design - AWS Management tools

Amazon

Berlin- 2017-2023

- Lead design for Management tools spanning 8 services such as CloudFormation, CloudWatch, Config, and Systems Manager.
- Presented new business strategy focused on simplifying onboarding, crafted a strategic roadmap, and business KPIs.
- Provided progress updates, addressed obstacles, and reported KPIs directly to the VP.
- Recruited and built a design team with strong team culture.
- Represented Amazon, conducted worldwide training on product discovery, trained on the working backwards approach to develop customer-centric products.

EXPERIENCE

○ Lead Product Designer

Mckinsey

Berlin - 2016-2017

- Lead strategic projects focused on digital transformation for clients in the Banking and manufacturing industry.
- Lead qualitative and quantitative analysis techniques to continually bring a customer focused and design thinking approach to clients.
- Conducted training on design thinking, sprint planning and change management to clients.
- Presented design solutions to senior management and stakeholders.

○ Lead product designer

Movinga

Berlin 2016

- Lead the design across customer facing and admin facing products that helped customer book a move, add their items and search for partners.
- Built an algorithm that packages moves based on location and time and send it for movers to bid on prices.
- Managed the design team, conduct review sessions and feedback loops. Help the team with their career growth and aspirations. Establish and foster a creative company culture.
- Formalised and establish a product design strategy, design pipelines, collaboration processes based on Scrum and Lean UX.
- Utilized industry design standards and best practices to define and implement design criteria, and apply user centered design methodologies to ensure ideas are based on customer needs.
- Planned and implement data collection initiatives across the various teams.

○ Head of product

iKEMU-Japan

Tokyo 2014-2016

- Opened and established offices in Japan and Manila.
- Lead the development of the products and manage the cross-functional team (Engineers, PR, Marketing, Design and business) in various countries. Oversees day-to-day operations of feature deliverable and project timelines.
- Analyzed data and metrics to set strategic direction and new market expansion.
- Built a self service automated platform directed towards advertisement agencies to create and publish their own branded games
- Launched a branded game for KFC Christmas campaign with over 20million plays in one month.
- Built a platform for developers to build and integrate their games into clients social media.

EXPERIENCE

○ Head of product

iKEMU - Gamify

Auckland 2011-2014

- Develop and implemented a creative strategy that increased brand association and recognition through brand marketing assets, Teams, Athletes, go to market, and retail.
- Worked with brands and agencies in Auckland such as Satchi and Satchi, Wendy's and Nissan.
- Hired and built the design and marketing team in the company in 4 countries.
- Worked directly with the C -Level to propose and manage end-to-end execution of new and existing products from inception through all phases of the products' lifecycle.

○ Product Manager

Consultant

Auckland 2010-2011

- Consulted companies on product development, setting strategies and customer centric experience.
- Worked with CTOs from Clear point to help companies create digital strategy and product road map for their business.

○ Program Officer – Design Lead

The Jordanian Hashemite Fund for Human Development

Amman 2010- 2011

- Lead the planning and implementation of multiple development programs targeting under privileged communities.
- Manage & lead discussions with NGO's / Government agencies to submit initiatives and score funding grants.
- Write and facilitate the definition of project scope, goals and deliverables. Define project tasks and resource requirements

○ Digital Program Officer

Amman Institute

Amman 2009-2010

○ Game UI Artist

Nassons Entertainment

Amman 2006-2008