

Daryl Hornsby

With experience as a product manager, designer and programmer, I am uniquely placed to understand the value of an idea for the end-user, how complex it is to make and how it should be prioritised.

EXPERIENCE

BridgeIT, Copenhagen — *Analyst & UX Designer*

June 2017 - PRESENT

I design SAAS mobile and web apps that improve communication channels and workflows of employees in large corporations. I am also the analyst for our apps, using user data to identify issues and addressing them. Clients I have worked with include MAN Energy Solutions, Coop, CO-RO and Pandora.

Hugo Games, Copenhagen — *Product Manager*

October 2015 - June 2017,

I was the game director for the Hugo game catalogue, tasked with developing new games based on the IP and ensuring existing projects received frequent updates to iterate on features to achieve our goals. I was thrilled to coordinate with the art, programming and QA leads to plan each roadmap and sprint, organising the time and talents of a small, fantastic team.

Lohika Games, Copenhagen — *Lead Designer*

May 2014 - June 2015

I was responsible for puzzle design, overall UX/UI design as well as writing the story that connected and wove through each puzzle. My role expanded into sprint planning and managing the production backlog.

MovieStarPlanet, Copenhagen — *Game & UX Designer*

February 2013 - April 2014

Designer and product owner of many in-game features, ensuring they educated and entertained our audience whilst helping the game to grow. I also brought the web-based game to mobile with a tablet dedicated UX.

EDUCATION

University of East London, England— *Bachelor of Arts (Honours) Computer Game Designer & Story Development*

September 2008 - June 2011

I worked on a variety of games as a project manager, designer and programmer. We focused on using Scrum methodologies to plan and iterate. The course also allowed me to develop my creative writing skills for novel and script.

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SKILLS

Sprint and roadmap planning using anything from post-it notes and Google Sheets to customised JIRA workflows.

Advanced spreadsheet skills for analytics and economy design.

County, Flurry and GameAnalytics for KPI tracking and data-driven design.

Invision, Sketch and Photoshop for mockups and presentations.

Scripting with Javascript and C#

AWARDS

Spilprisen: Best Educational Game 2015 - Machineers, at Lohika Games

LANGUAGES

English - native

Danish - learning