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Portfolio

Substrate Developer Hub

CATEGORY

Product & UX Design

The framework for creating the custom purpose-built blockchains.

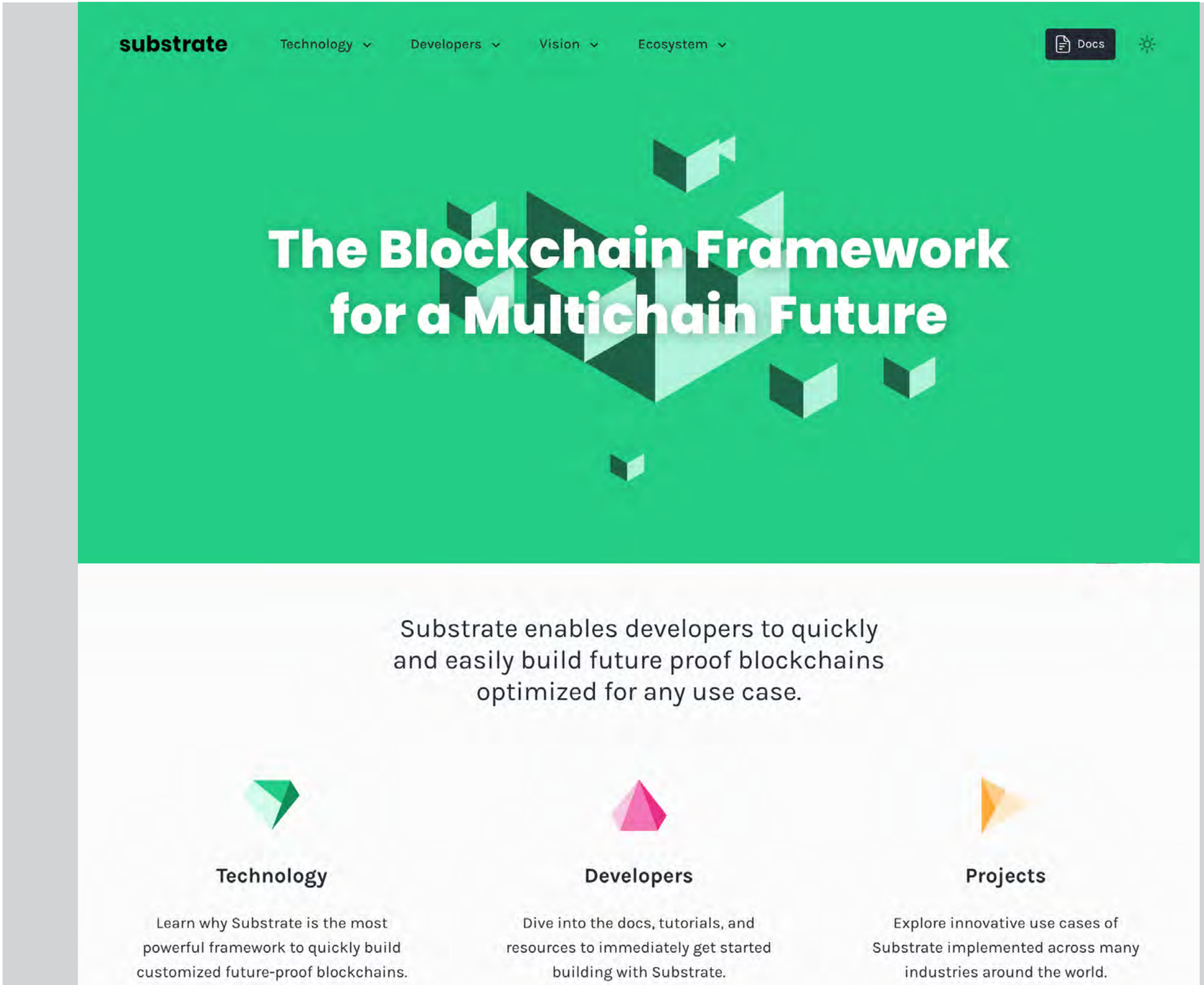
When I was brought in to lead design at Parity Technologies in 2020, one of their core initiatives **Substrate** was in trouble. Substrate is a framework that allows developers to create custom, multi-purpose blockchains that will run on Polkadot, Parity's decentralized protocol for the Web 3.0. While the technology itself was successful, the developer experience was poor, with documentation, tooling and product marketing content existing in a state of extreme fragmentation. I was given cart blanche to improve the expeirence, and spent eight months working with more than a dozen stakeholers, overseeing a revamp of every aspect of the platform from branding, UX & UI, site architecture, supporting tools, technical documentation, copywriting and ecosystem development. The result was a revamped cohesive experience that debuted in September 2021, where a clearly-articulated product vision, technical bona-fides and community enthusiasm work hand-in-hand.

COMPANY

Parity Technologies

MY ROLE

- Product Design & Strategy
- Art Direction
- Branding
- Stakeholder Management
- Site Architecture



00 PRODUCT & UX

Substrate Developer Hub

Highlights:

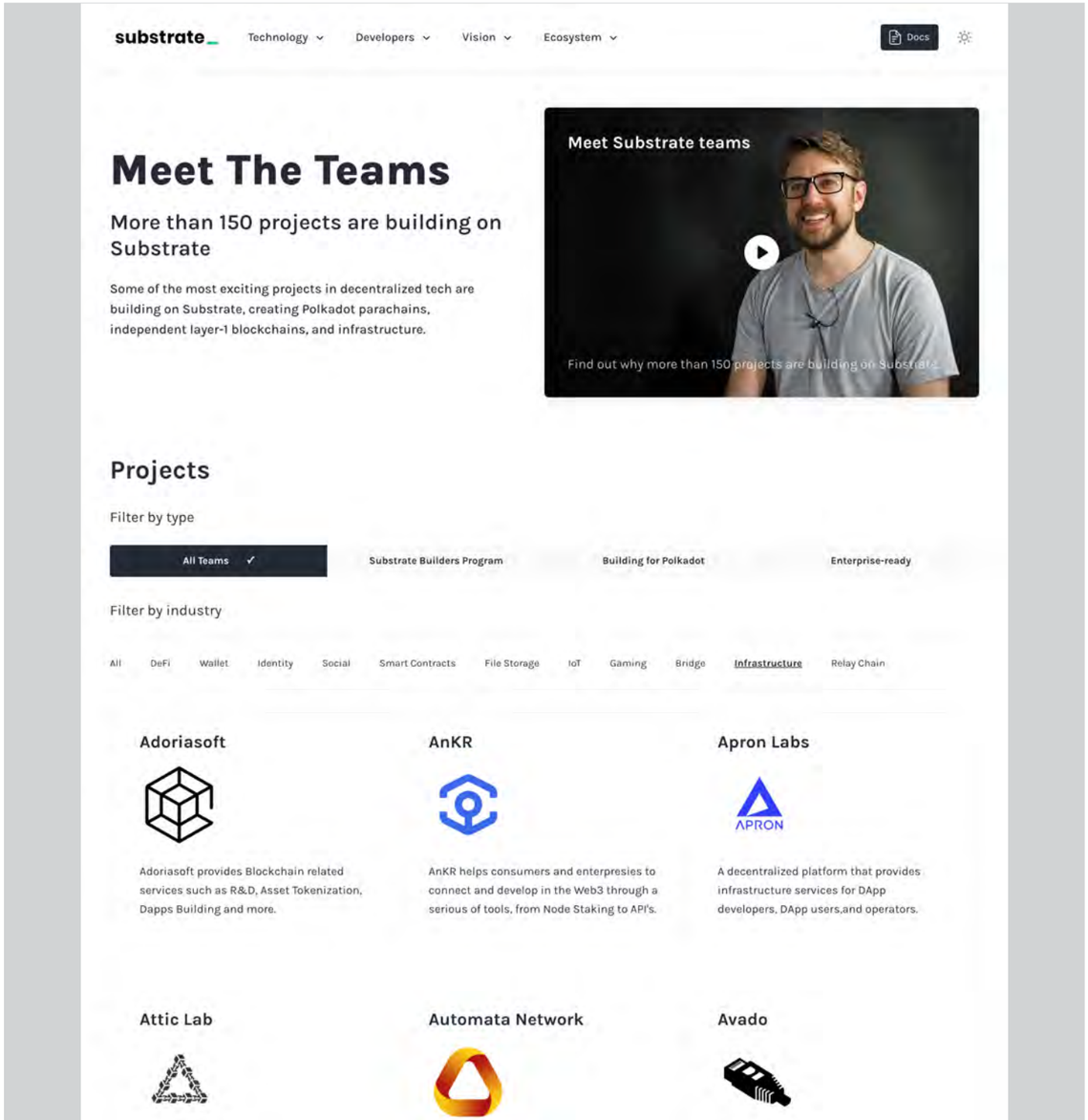
- **Site Architecture**:
  Merged existing content from across several domains and added new content to create a coherent, unifed experience. Brought marketing and technical documentation piecees together so that each supports the other.
- **Brand Refresh:**
  Achieved a brand overhaul on the fly, defining an effective combination of existing look-and-feel with new brand values.
- **Product Marketing:**
  Created new sections articulating the USPs of Substrate, the vision behind the project, and Case Studies collected from teams within the Substrate community. Together, these new content peices answer the "Why Substrate?" question in a way that had been entirely lacking to date
- **SVG/JSON animations:**
  Established a visual system of vector animations to illustrate certain key blockchain concepts, e.g. Interoperability, flexibility, etc. Directed JSON/SVG execution of these animations to produce an animation system that reflects core Parity values: cutting-edge technology with a responsible small energy footprint.

Flexible

Open

Interoperable

Future-Proof



01 PRODUCT & UX

Fit Finder

CATEGORY
Product & UX Design

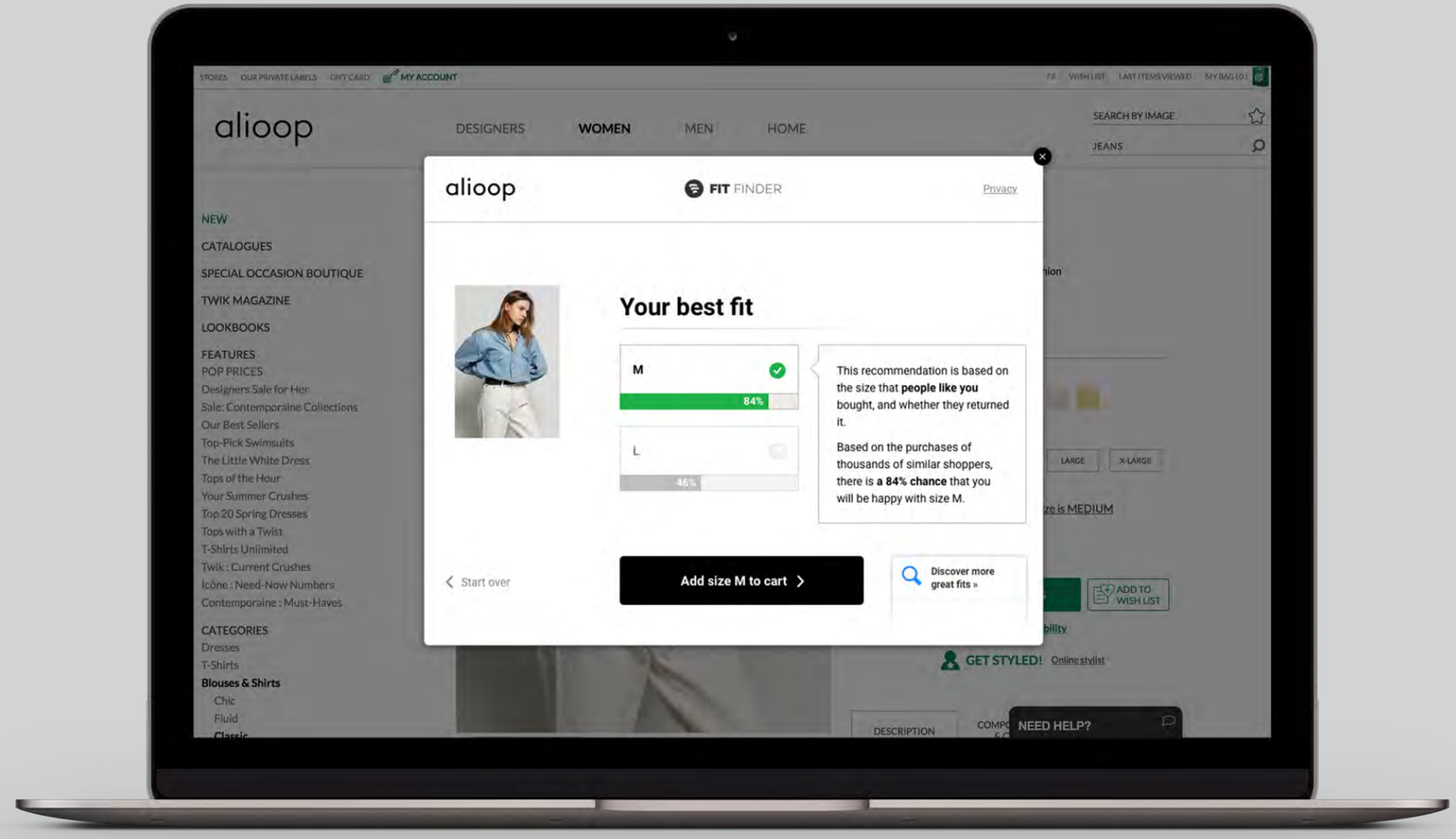
The world's leading size advisor for apparel and footwear, currently delivering more than one billion monthly recommendations.

Fit Finder is the flagship product of Fit Analytics, a machine-learning company that solves sizing for the world's largest apparel and footwear brands. Fit Finder is directly integrated into the product pages of stores including Zara, ASOS, Tommy Hilfiger, Calvin Klein, Adidas and Nike,. The product solicits information about the shopper's body measurements, weight distribution, personal preferences and reference items. This information is then compared to the inputs of millions of other users, to determine the size that was most often purchased and not returned by similar shoppers.

COMPANY
Fit Analytics

MY ROLE

- Product Direction & Strategy
- Ideation & Prototyping
- User Testing
- UX Design
- Validation
- Product Management
- Sales & Marketing Support



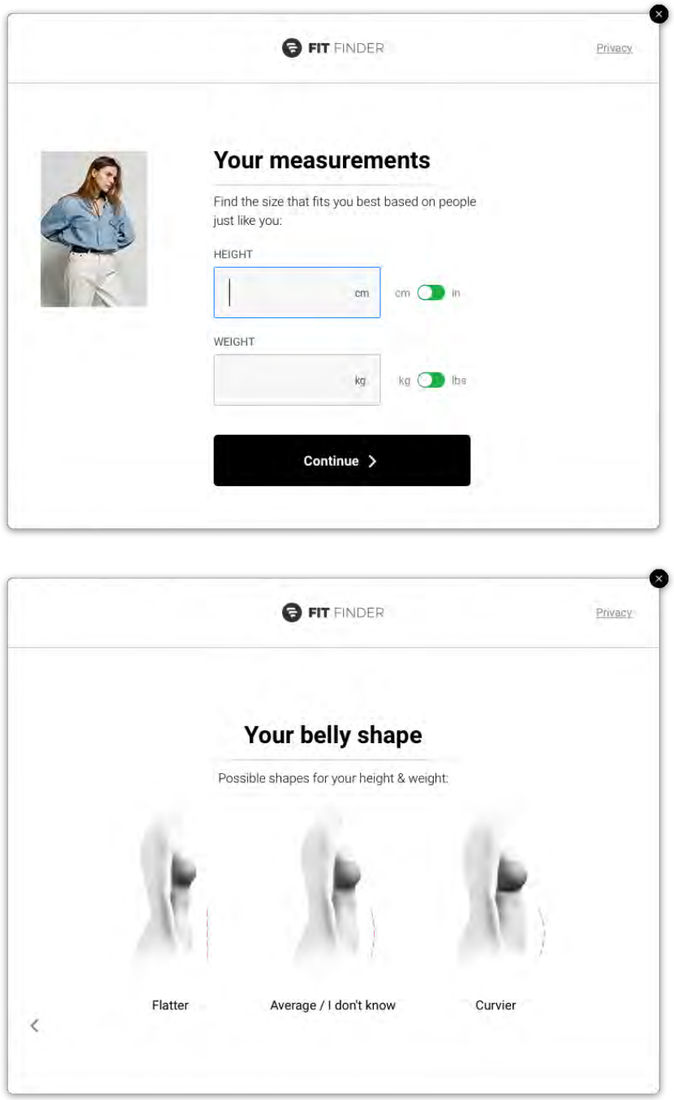
PRODUCT & UX 02

Fit Finder

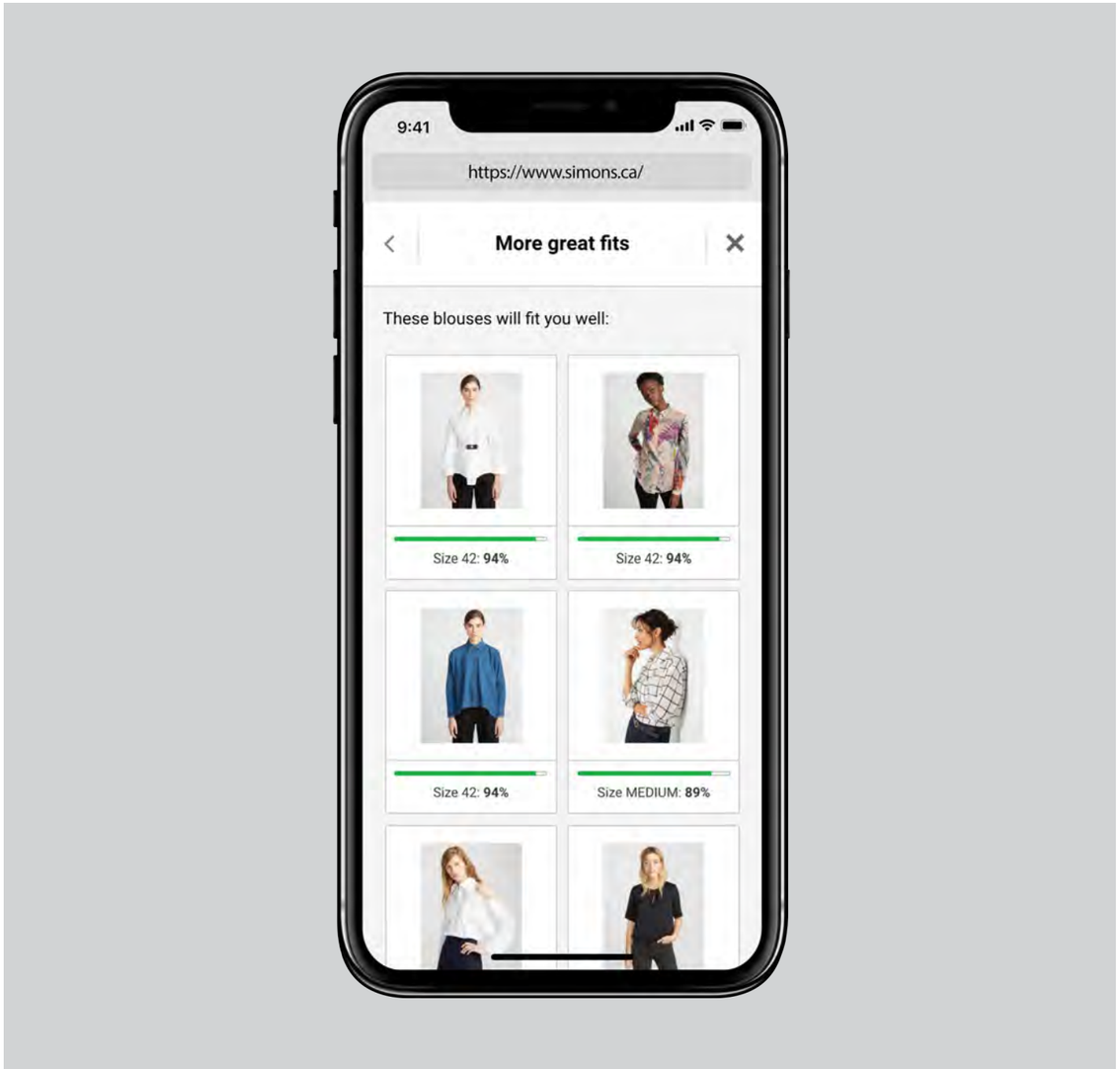
UX Highlights:

- **Comprehensive:**
  Distinct user journeys for different categories (tops, pants. shoes), different genders and different age groups (adults, children).
- **Cross-platform:**
  Optimized for desktop, mobile and native-app. Small-screen versions perform at parity with desktop version in terms of engagement and completion rate.
- **Nuanced:**
  Anatomically-accurate body shape images that capture the user's weight distribution and assign them to one of 72 possible body types
- **User-centric:**
  Completion rate above 95% for sensitive questions such as Age and Bra Size, due to extensive user research and variant testing.
- **Transparent:**
  Size recommendations are delivered to shoppers in the same terms that they are calculated, with percentage-based calculations derived from similar shoppers. This "social proof" approach converts shoppers at a higher rate than more deterministic methods.

Input Screens

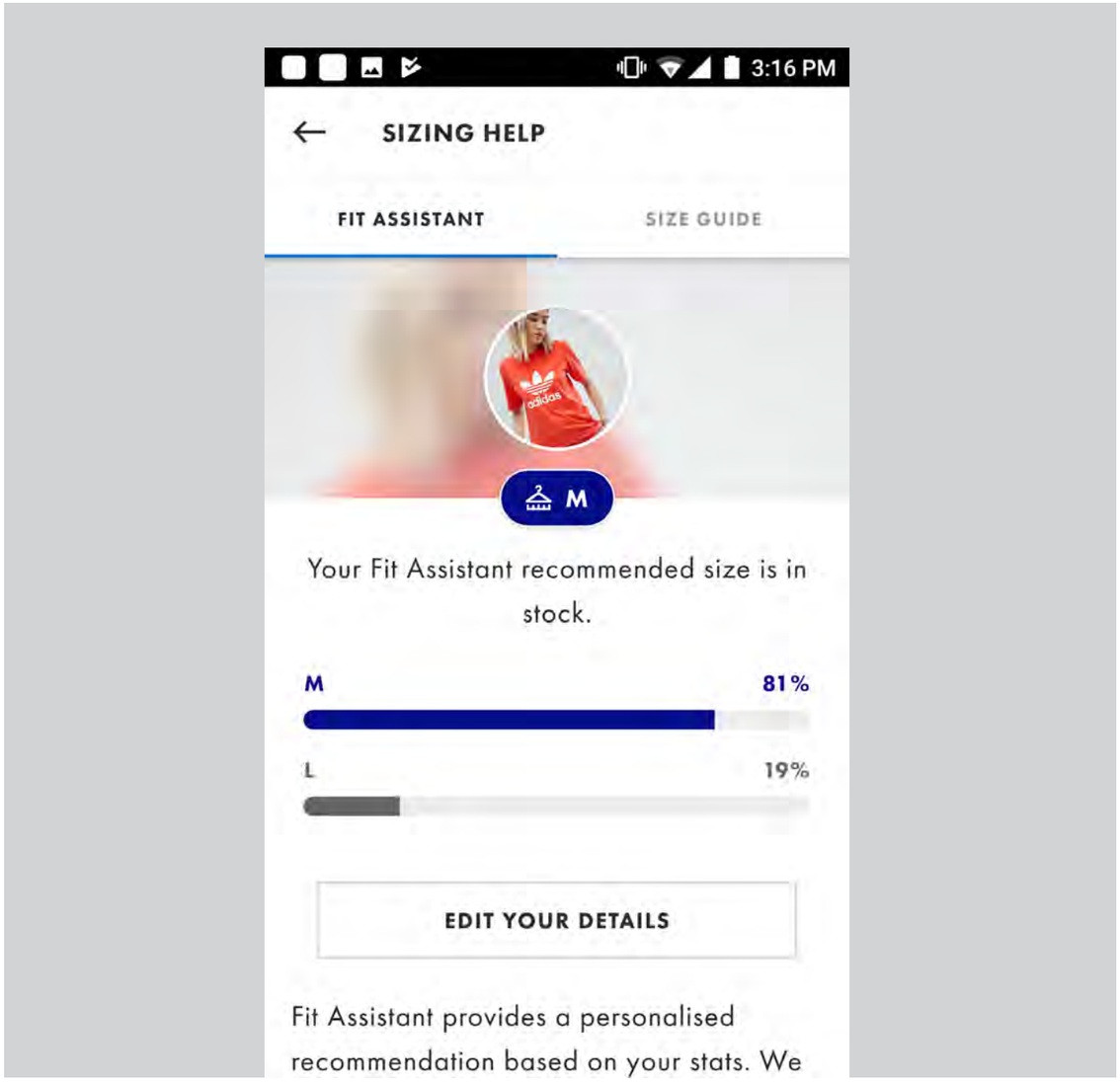


Product Suggestions

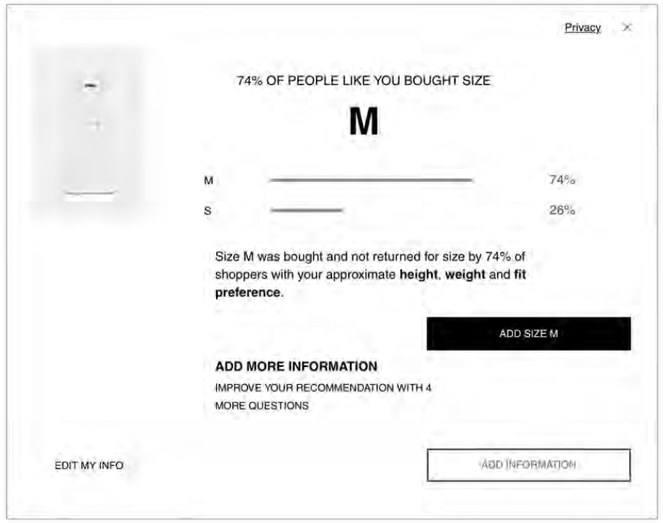


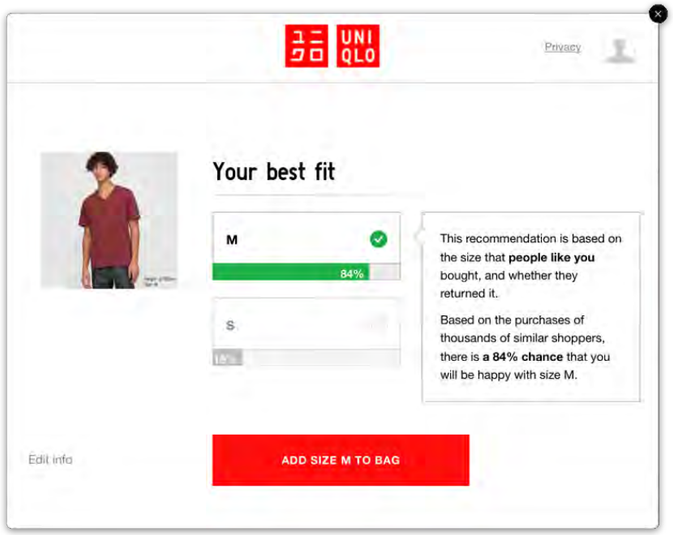
Fit Finder

ASOS customization



Customizations for Zara (above) and Uniqlo (below)





Results:

- **Proven impact:**
  Fit Finder consistently demonstrates uplift in conversion and returns reduction in A/B tests.
- **Growth:**
  User-base has grown one-thousand-fold since 2014. Fit Analytics now works with more than 150 stores in 6 continents. Fit Analytics has been profitable since 2015.
- **Superior User Experience:**
  UX frequently cited by clients as key differentiator between Fit Analytics and competitors. One prospective client recently evaluated Fit Finder against the leading competing solution and reported that 27 of 30 testers preferred Fit Finder for its user experience.

Fit Analytics Branding

CATEGORY
Branding and Strategy

While leading product design, I've also been responsible for defining the company's visual identity.

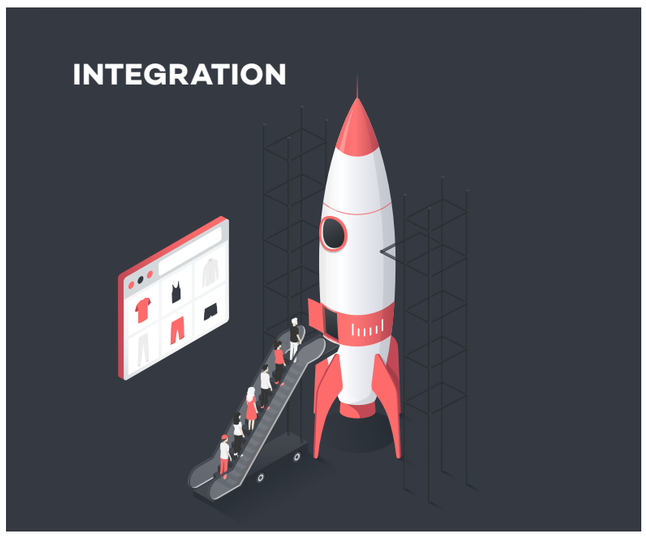
In 2015, when the company changed its name from UPcload to Fit Analytics, I directed a complete rebranding. In 2017, I led a repositioning of the company, as we expanded our product portfolio from a single product to four product lines. This repositioning included a complete redesign of the company website and marketing materials, as well as a thorough audit of our communication style and how we present ourselves within the competitive landscape.

COMPANY
Fit Analytics

MY ROLE
- Creative Direction
- Branding
- Market Strategy
- Website design

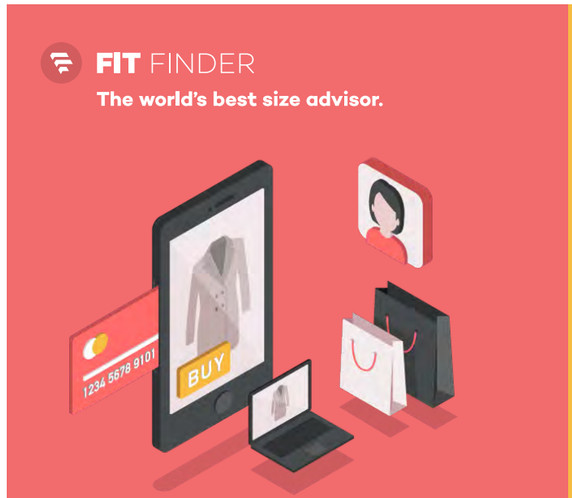
Note:
I did not create the logos or illustrations shown on this page, but rather hired and directed the designers who created them.

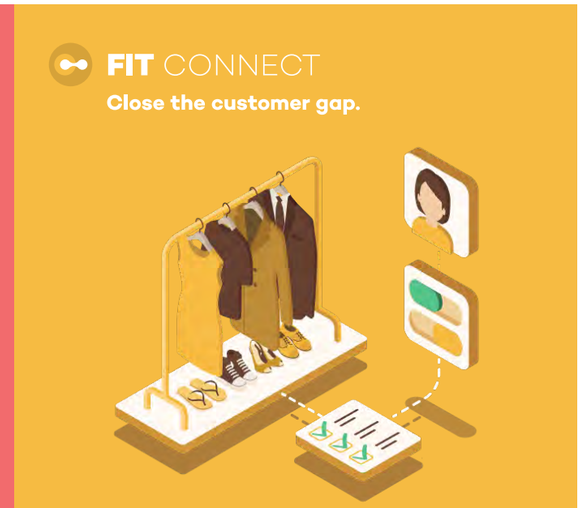
Logo

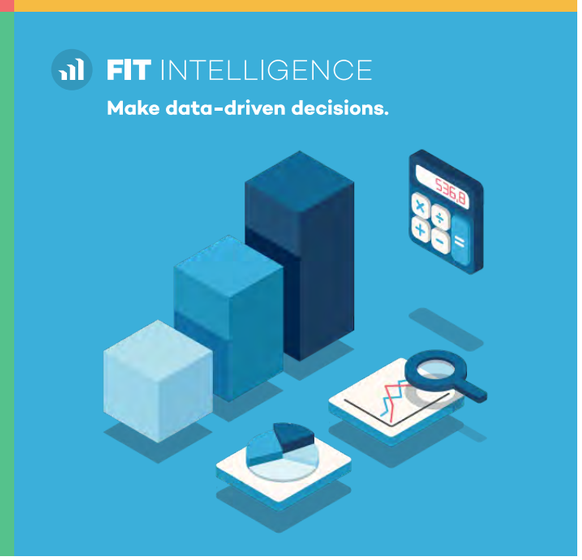


Feature Branding

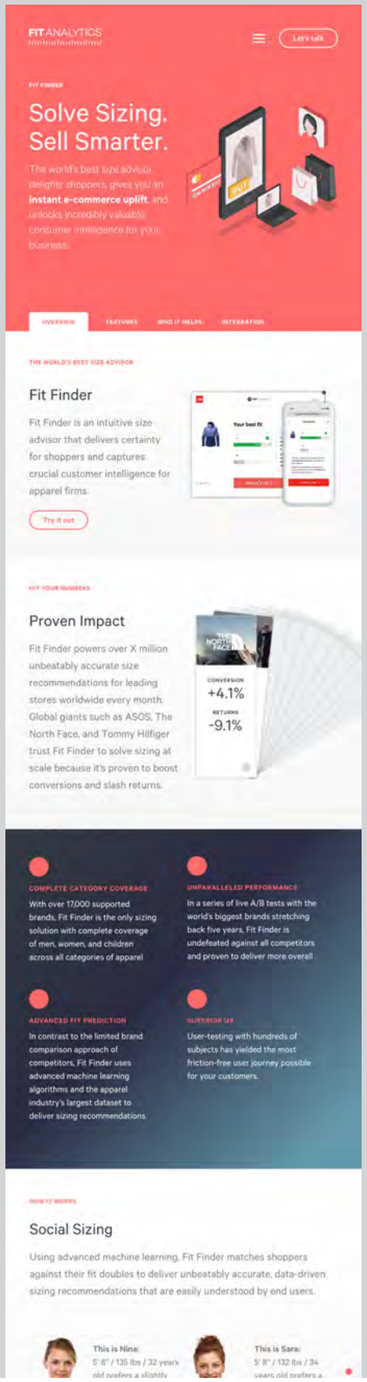
Product Lines

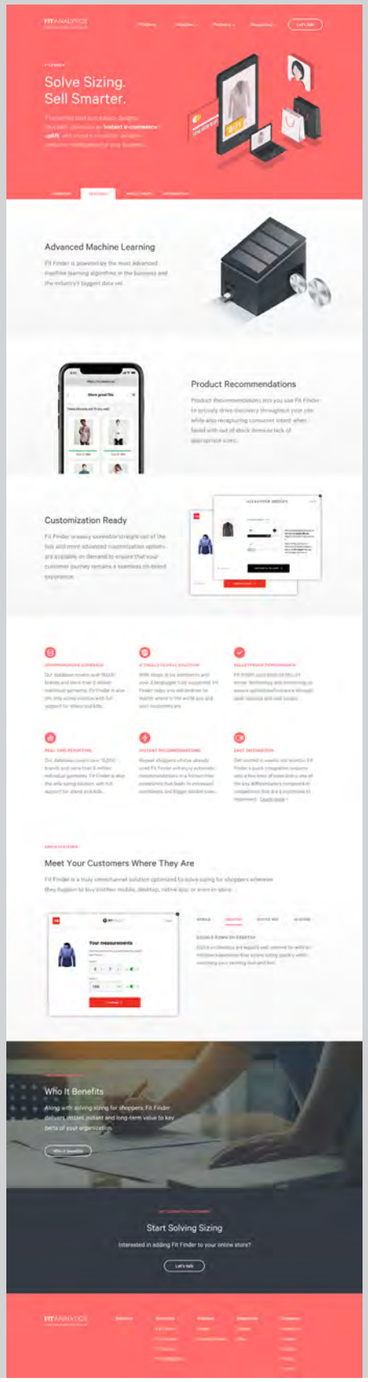


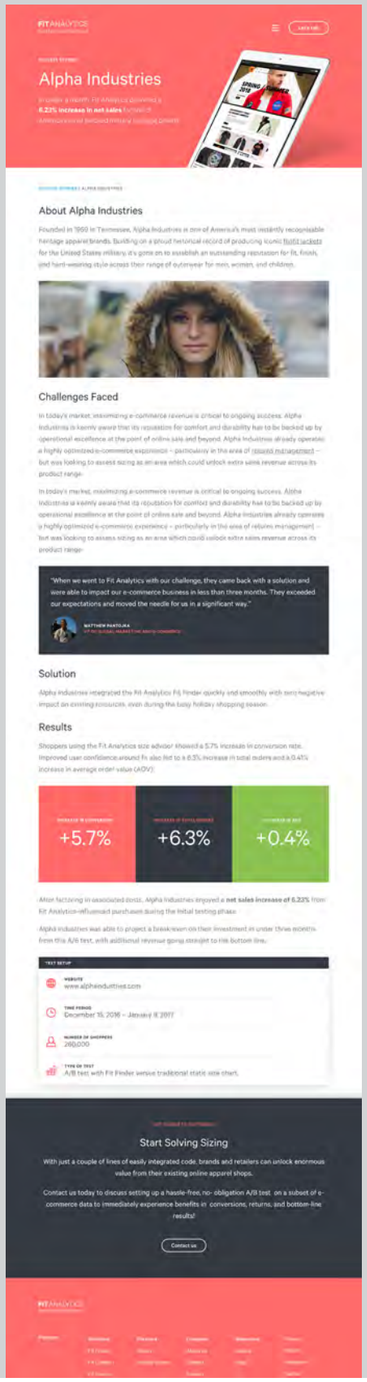




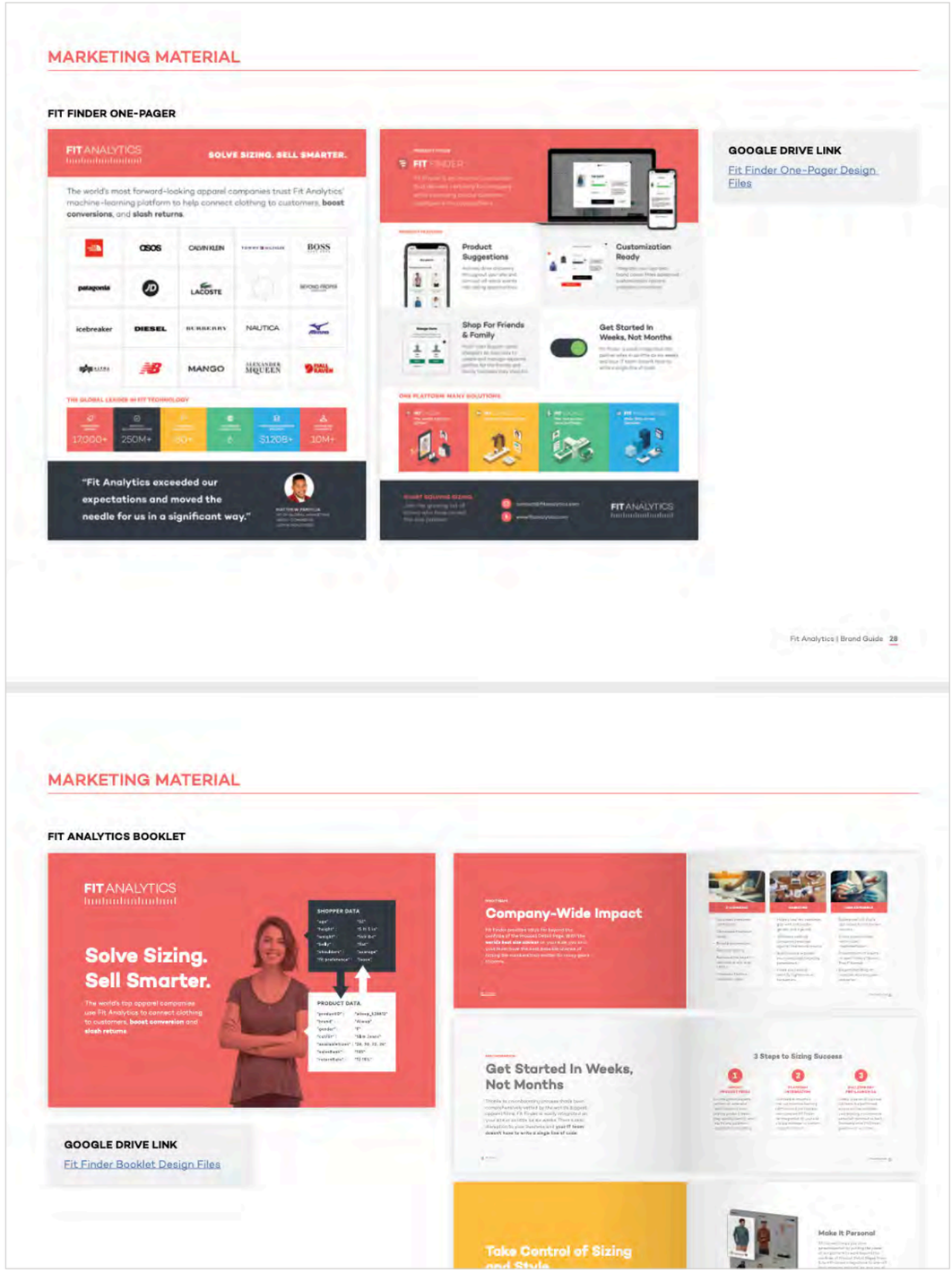
Web Site







Brand Guidelines



Hopwatch

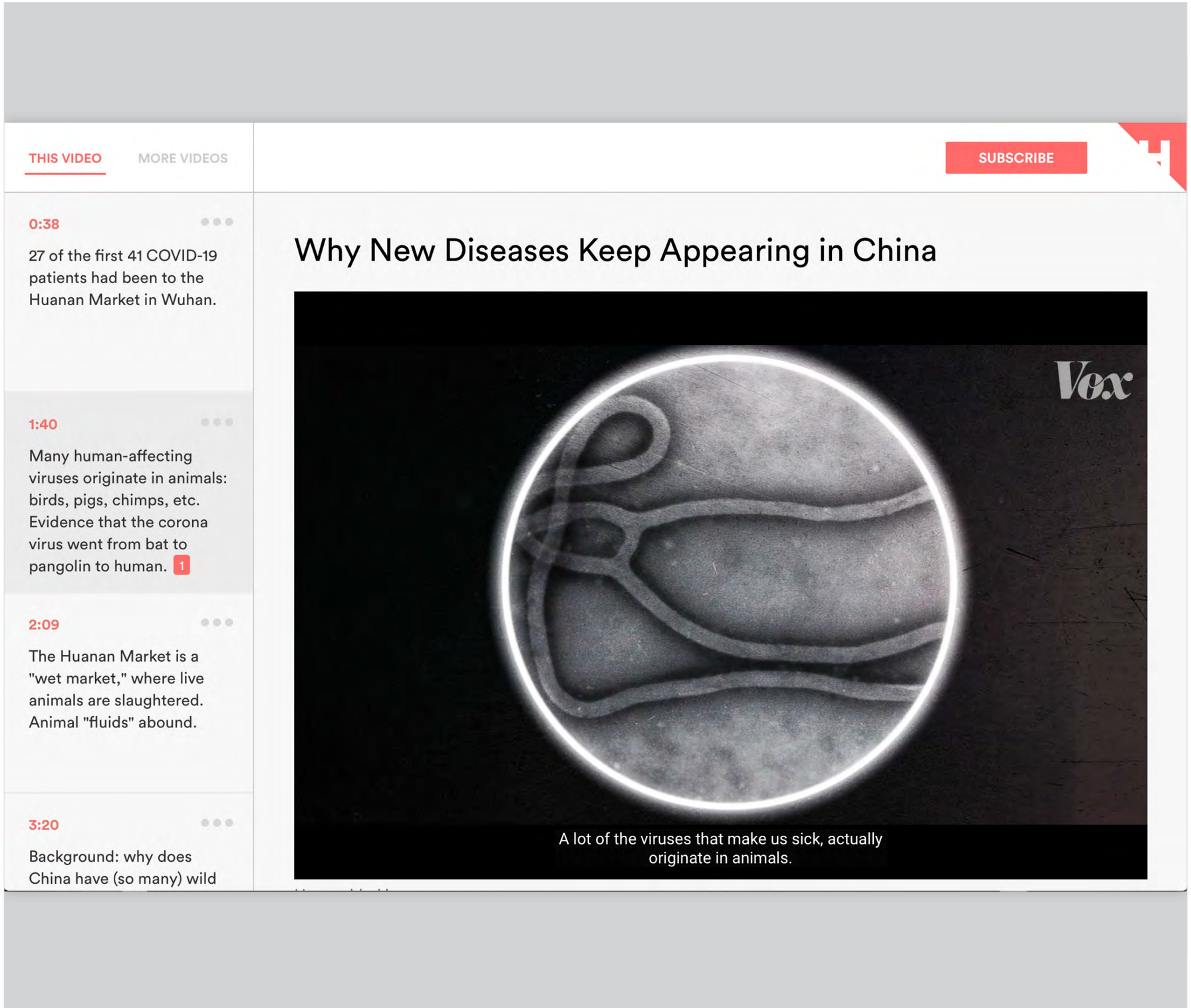
CATEGORY
Product and UX Design

A platform for video annotation that I co-founded and designed. Recipient of a 2015 Google DNI grant.

Video is the one digital media format that resists summarization. Video content can't be readily parsed, indexed, or skimmed. There is essentially no way of determining whether a video will be worth watching to you short of actually watching it. With these problems in mind, I worked with a partner to create Hopwatch, a platform that allows editors to annotate video content. The project received a grant from the Google Digital News Initiative in 2015, through which we were able to optimize performance and improve the user experience. .

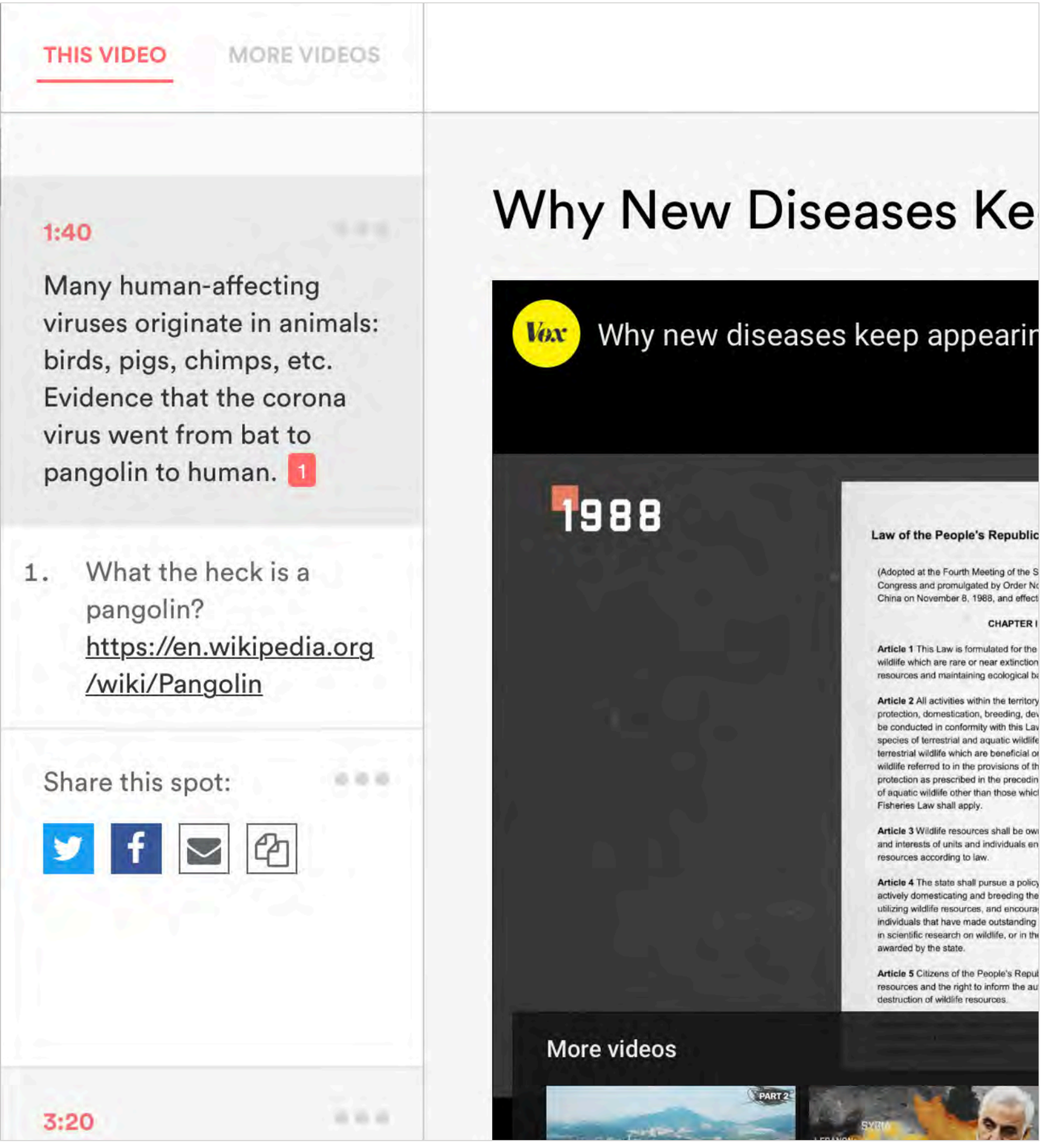
COMPANY
Self-directed project

MY ROLE
- Product Direction & Strategy
- Ideation & Prototyping
- User Testing
- UX Design



PRODUCT & UX 07

Footnotes and social sharing of annotations



Full-screen overlay mode

Logo

Diffbot

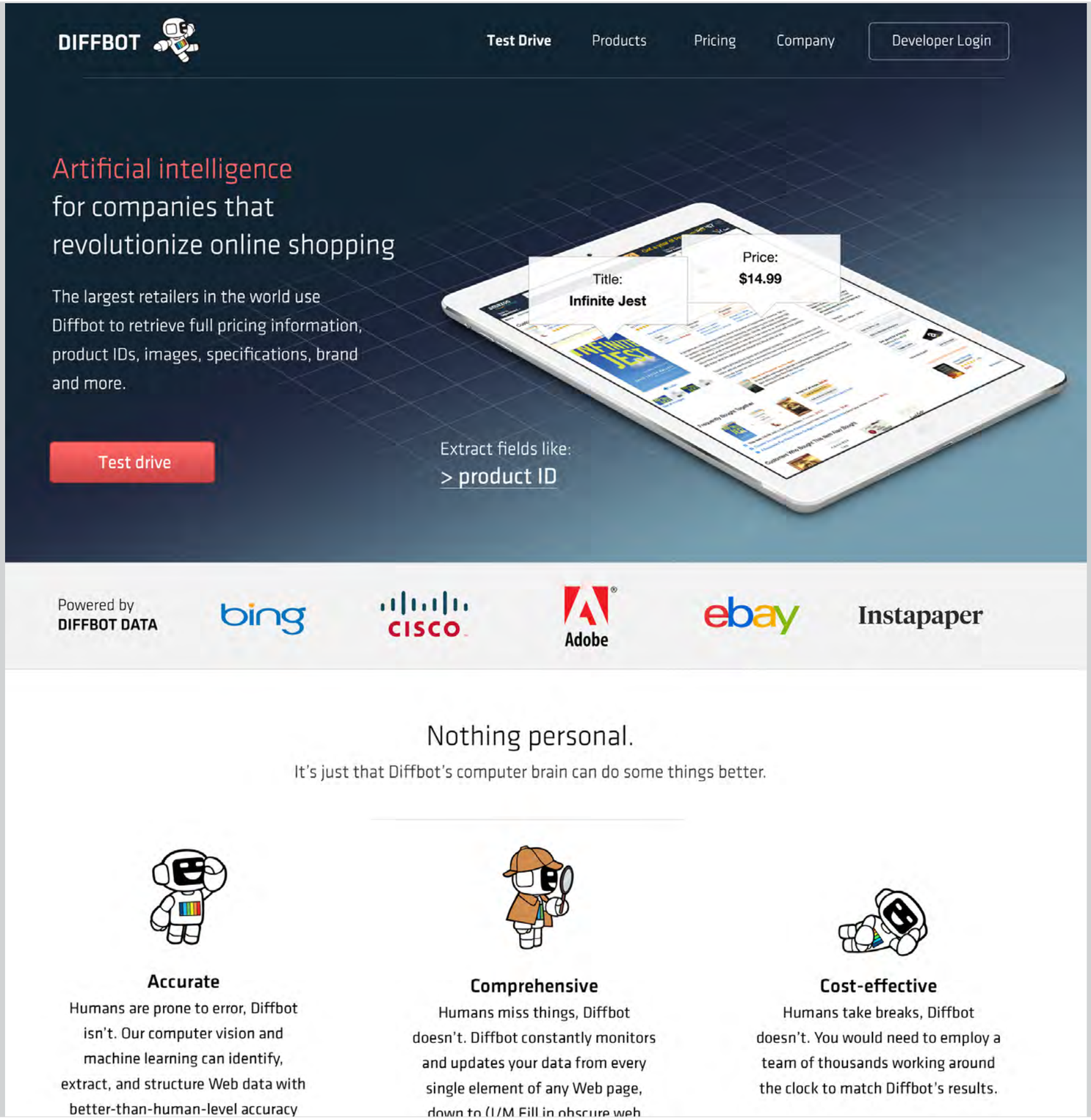
CATEGORY
Product and UX Design

A developer of computer vision algorithms and public APIs for extracting data from web pages. I led their user experience design from 2012 to 2016.

Diffbot is a developer of machine learning and computer vision algorithms and public APIs for extracting data from web pages and web scraping. As a contractor, I worked directly with their Head of Product to create their public-facing website and brand identity. I also defined the user interface around their Developer Tools, which were highly technical in nature and required a detailed understanding of the user stories behind them.

COMPANY
Diffbot

MY ROLE
- Branding
- Website Design
- UX Design



Products to structure the world's information.

Using AI, computer vision, machine learning and natural language processing, Diffbot provides software developers with three tools to extract and understand objects from any web page.

Crawlbot and Bulk Processing

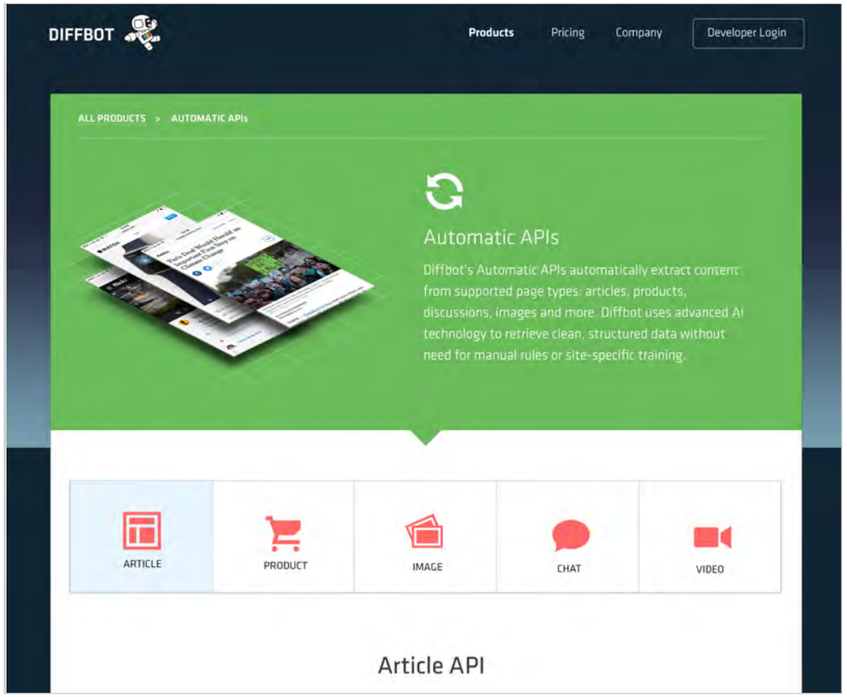
Crawlbot lets you apply any Diffbot API to an entire site, extracting hundreds or thousands of pages into a single downloadable or searchable index. The Bulk API lets you process tens to a million URLs in a single job.

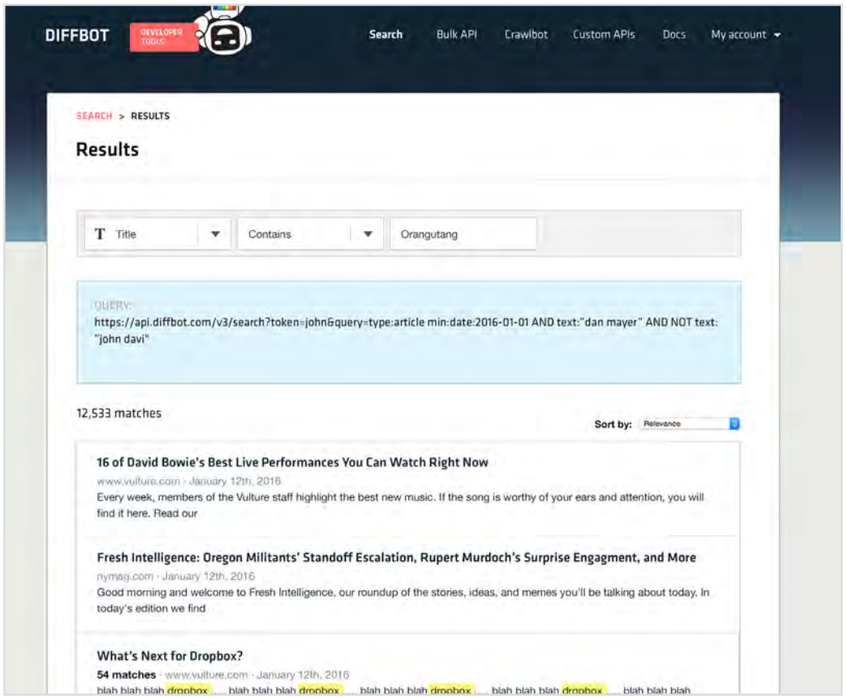
Get started

Custom API Toolkit

Extract any data from unique web pages using easy-to-create custom rules.

Get started





YoDerm / Apostrophe

CATEGORY
Branding & UX Design

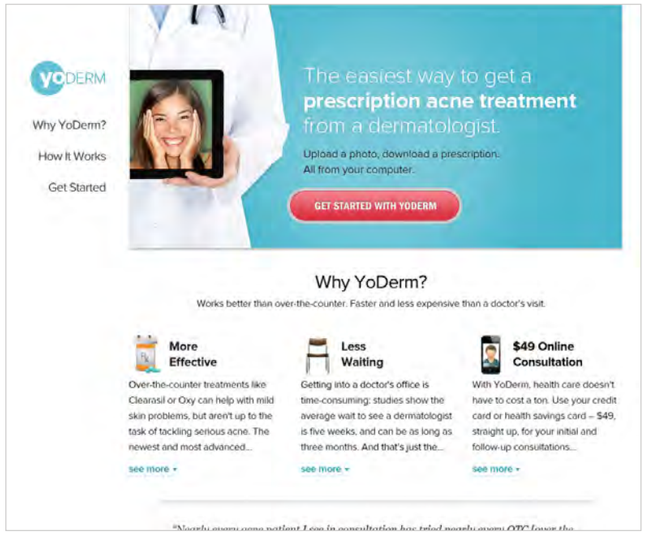
As a founding investor, I designed their initial product and have acted in an advisory role as they've grown into a leading position in the on-line dermatology market.

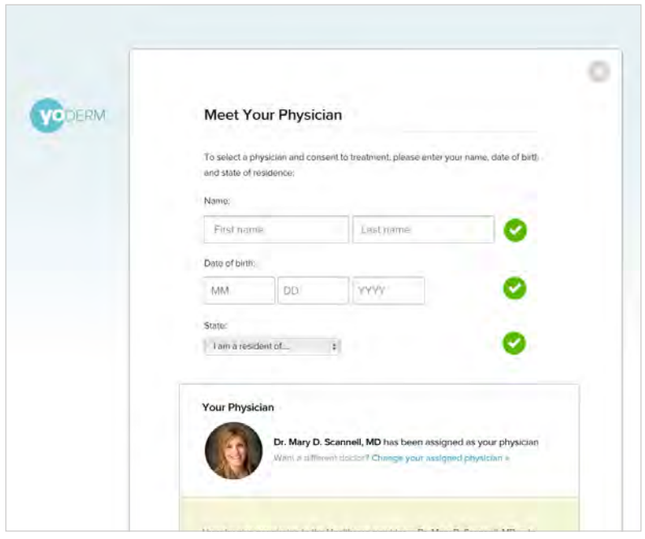
YoDerm was one of the first companies to treat acne via on-line consultation with a physician. I partnered with three colleagues to build their initial on-line consultation platform in exchange for an equity stake in the company. The initial designs from 2012 look a bit dated today, but established a solid design architecture and relatable peer-to-peer aesthetic that allowed the company to grow until 2018 with essentially the same website. In 2018, YoDerm successfully raised 35 million dollars in equity and rebranded as Apostrophe.

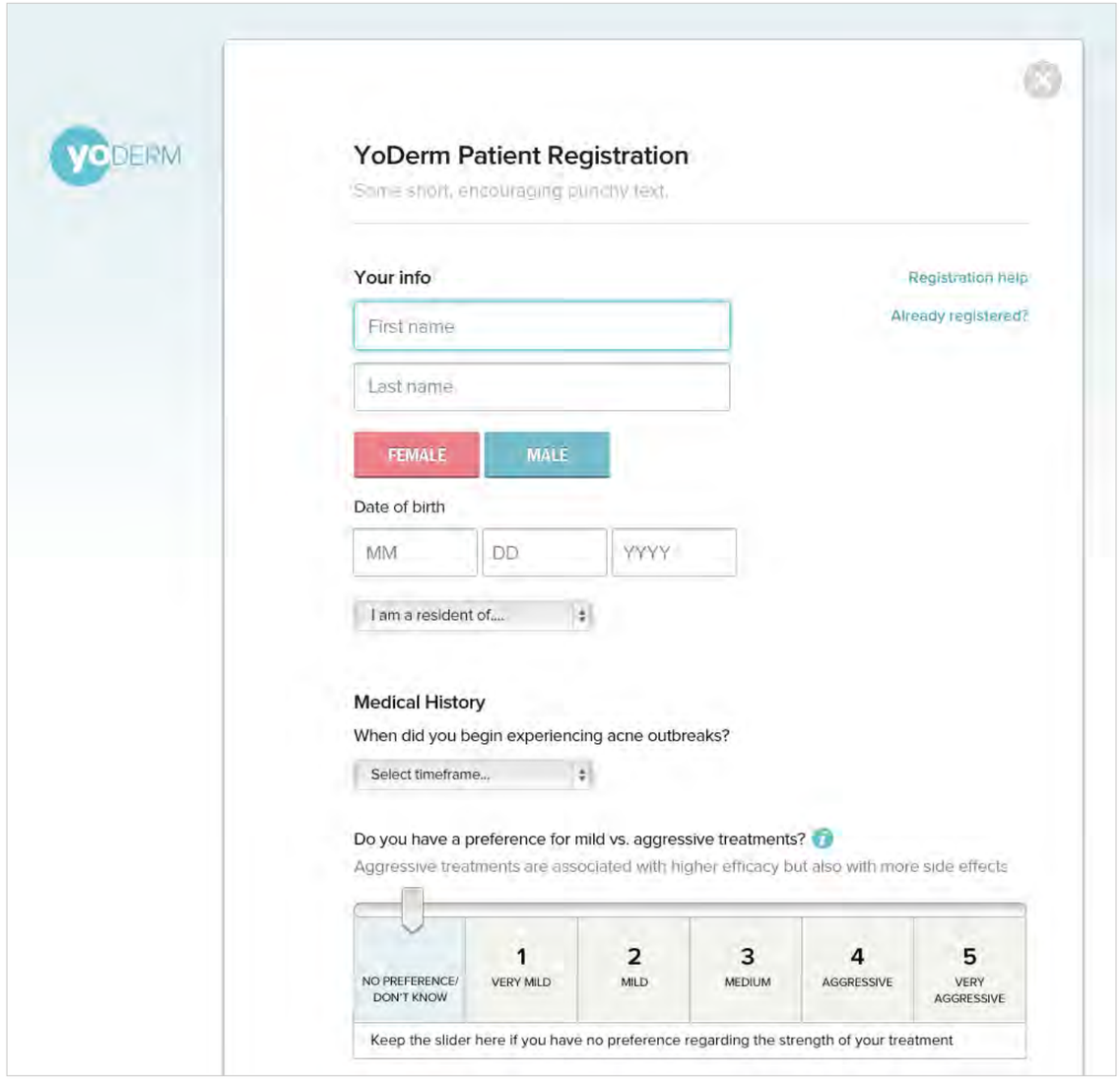
COMPANY
YoDerm (now Apostrophe)

MY ROLE
- UX Design
- Branding
- Founding Investor
- Advisor

Initial site launch, 2012. A bit dated, but held the fort until 2018.

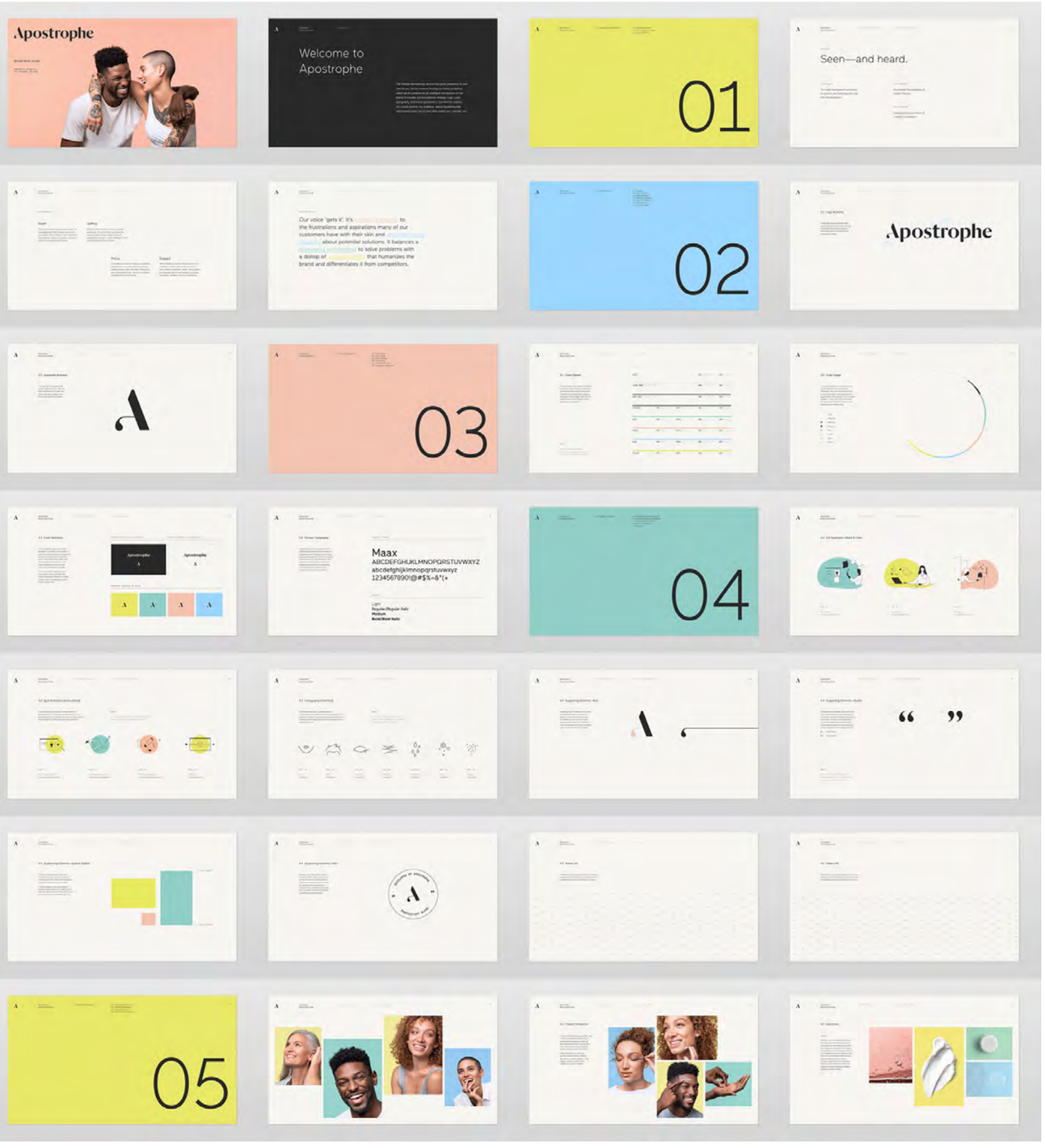


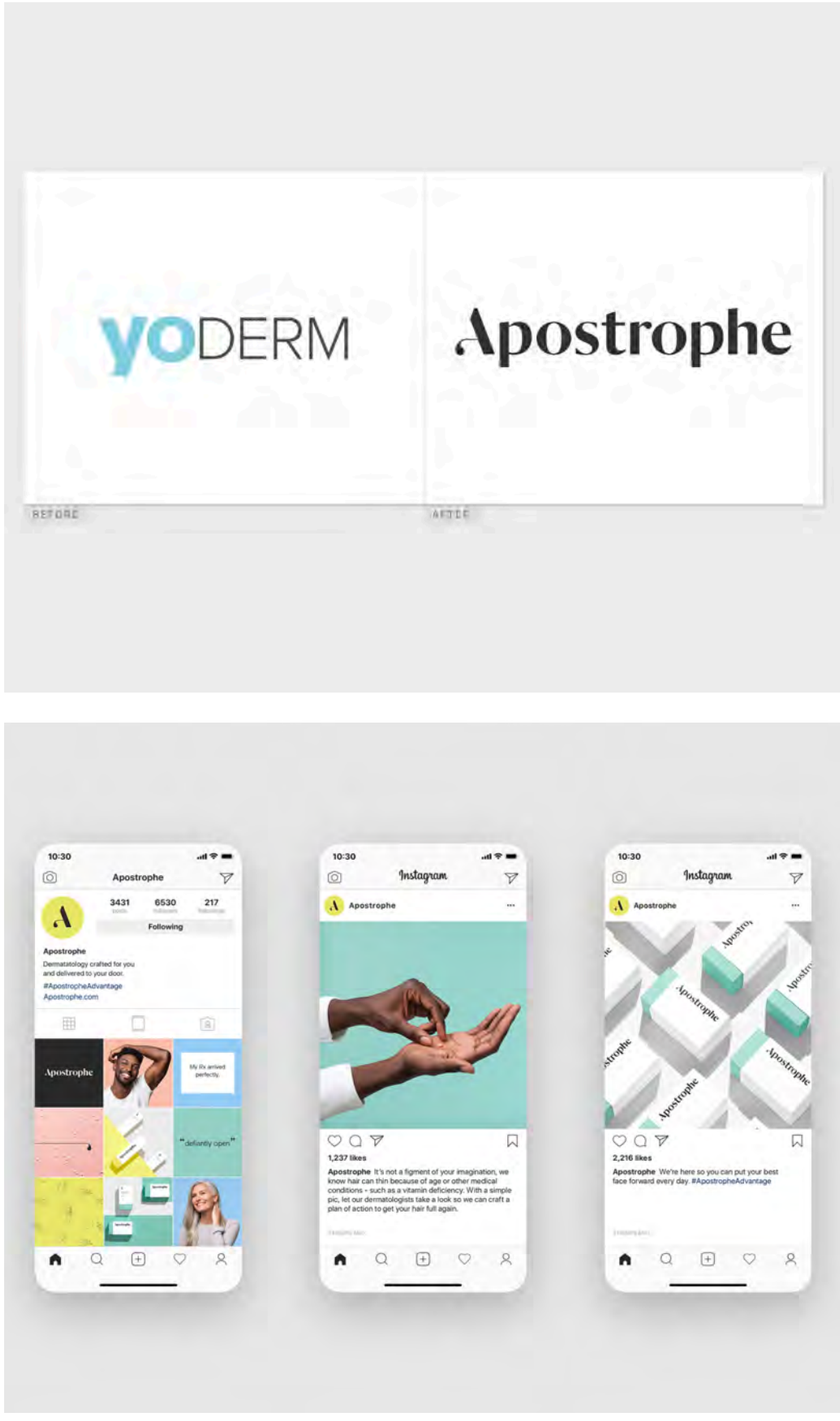




BRANDING & UX 11

Rebranded as Apostrophe in 2018. I consulted a bit on the redesign, which was done by Character.co.



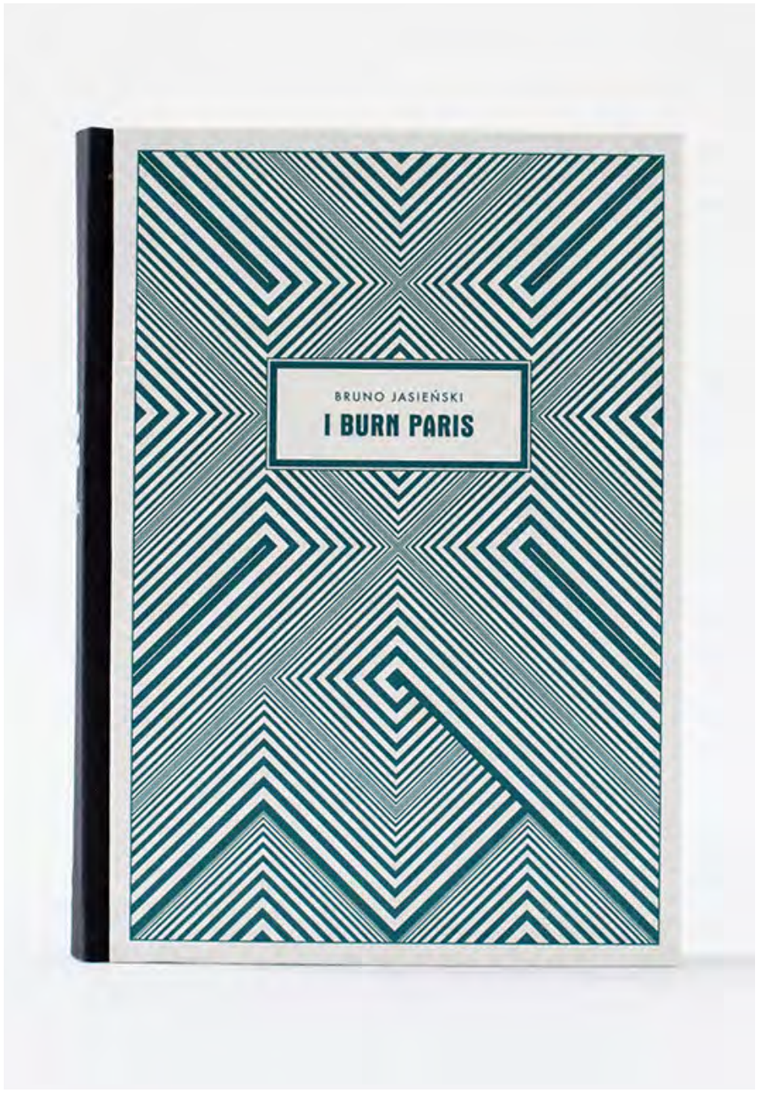


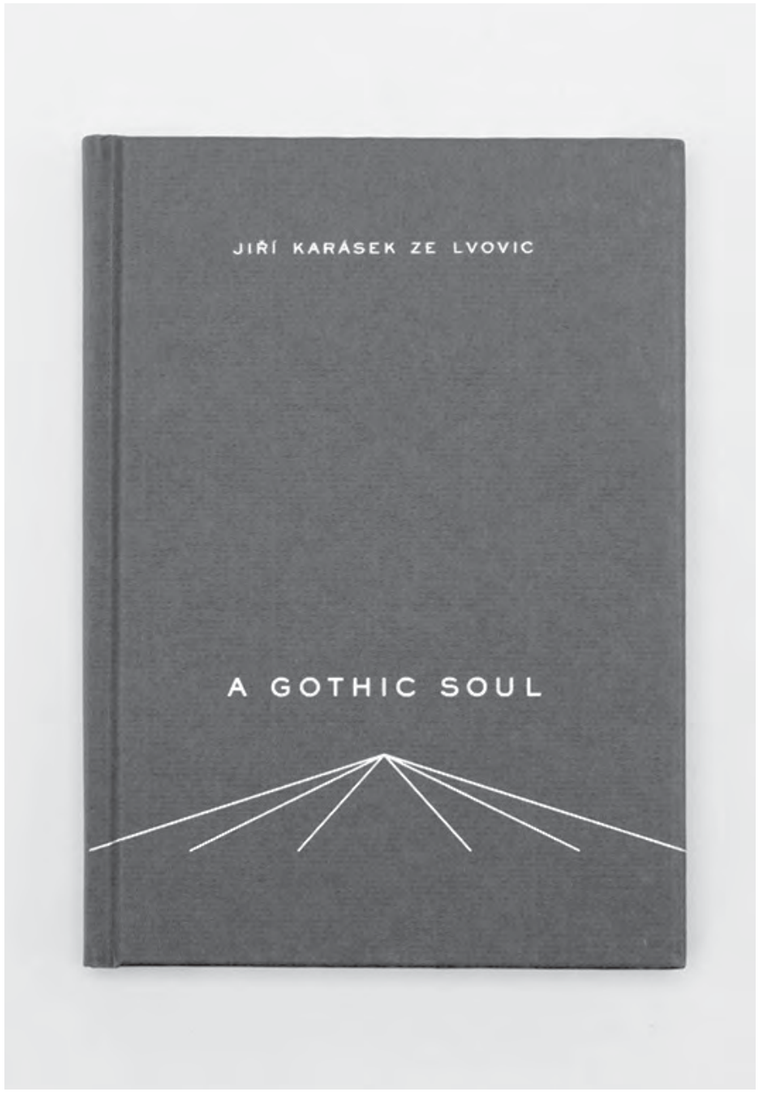
Twisted Spoon Press

CATEGORY
Book Cover Design

Book covers for Central European novels.

Book cover design is one of my favorite hobby projects. Since 2009, I have been working with Twisted Spoon Press, a publisher based in Prague who prints significant works by Central European authors in English translation. See more examples of my book cover design work at www.danmayer.com.





Hitchhiker

PS4 Arcade NINTENDO SWITCH STEAM XBOX ONE

CATEGORY
Game Design

Indie game production I've written and co-created,

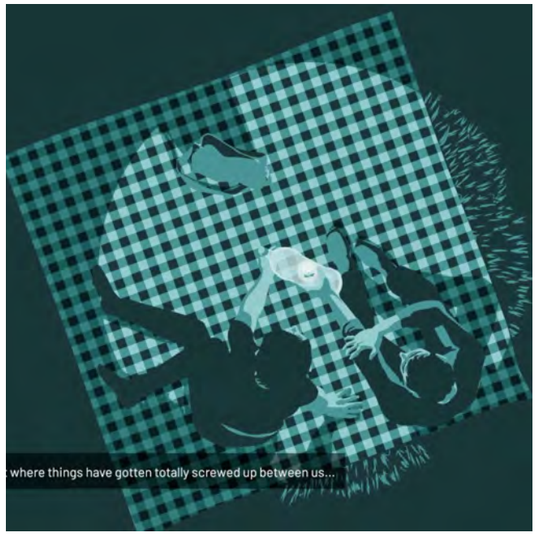
As a side project, I've written the script for a game called Hitchhiker and also served as co-Creative Director on the project. We produced a prototype for the game in 2018 that won the award for Best Story at Game Connect, garnered significant positive press and led to a publishing deal to develop a full-length version of the game. The full production will be released in spring 2020 on Apple Arcade, Steam, PlayStation 4, XBox One, and Nintendo Switch.

COMPANY
Mad About Pandas

MY ROLE
- Writer
- Co-Creative Director

Note:
I did not create any of the visual images on this page. I provided creative direction and worked with the Art Director to define the game's visual aesthetic.

More screenshots from Hitchhiker.



CTP Yearbook & Identity

CATEGORY
Identity & Editorial Design

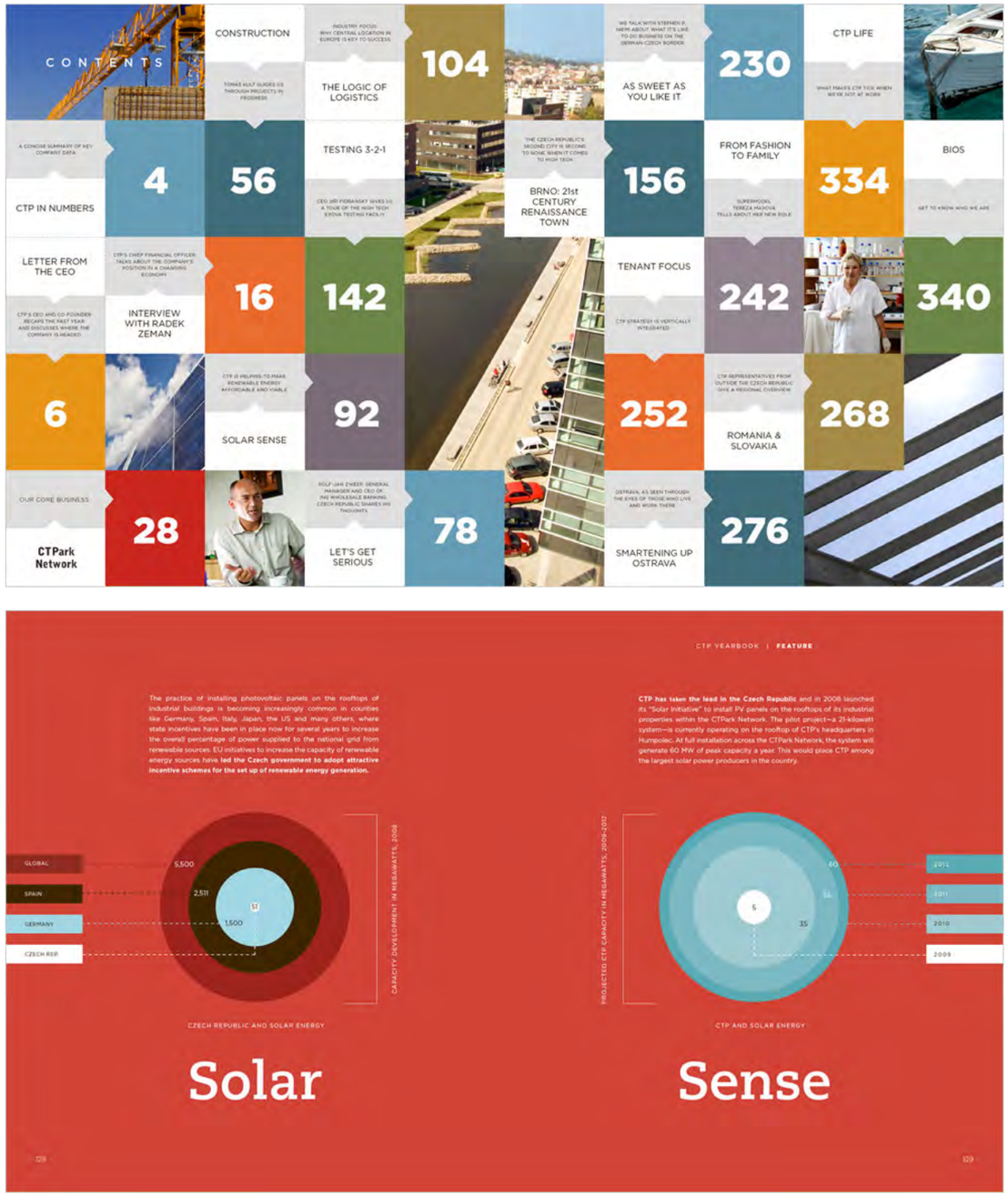
360-page publication and logo redesign for the Czech Republic's largest industrial developer.

While working as an Art Director for Dept. of Design in Prague, I created a Yearbook for the Czech Republic's largest industrial developer, CTP. The project grew in scope from 82 to 360 pages and included a redesign of the company's logo. I led a sweeping production that included photographers, illustrators, technical artists and writers to complete the project.

COMPANY
CTP (Agency: Dept. of Design)

MY ROLE
- Art Director
- Editorial Designer

CTP Yearbook spreads



Thanks!

I'm Dan, a designer originally hailing from the US but self-exiled to Europe since 2006. In addition to the work shown above, I've also taught graphic design theory and history, written articles about design topics, and worked as an art director for studios and agencies in Prague, Berlin, and San Francisco. Please drop me a line if you'd like to discuss anything at all!

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