

DAN MAYER

dan@danmayer.com

+49 176 71753312

www.danmayer.com

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 experience, and spent eight months working with more than a dozen stakeholders, 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

substrate Technology ▾ Developers ▾ Vision ▾ Ecosystem ▾ Docs ⚙

The Blockchain Framework for a Multichain Future

Substrate enables developers to quickly and easily build future proof blockchains optimized for any use case.



Technology

Learn why Substrate is the most powerful framework to quickly build customized future-proof blockchains.



Developers

Dive into the docs, tutorials, and resources to immediately get started building with Substrate.



Projects

Explore innovative use cases of Substrate implemented across many industries around the world.

00 PRODUCT & UX

Substrate Developer Hub

Highlights:

- Site Architecture:**
 Merged existing content from across several domains and added new content to create a coherent, unified experience. Brought marketing and technical documentation pieces 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



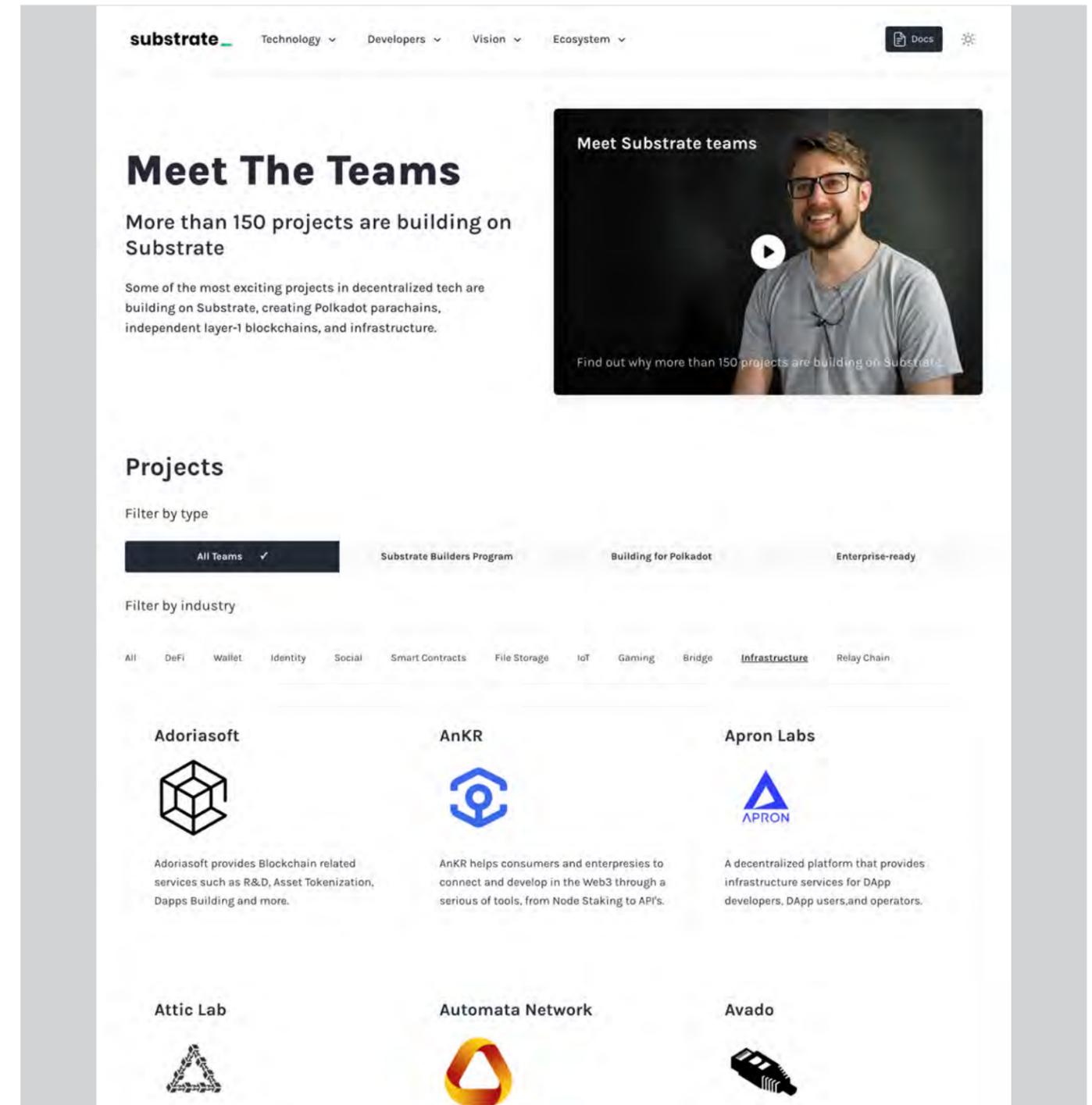
Open



Interoperable



Future-Proof



Fit Finder

CATEGORY

Product & UX Design

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

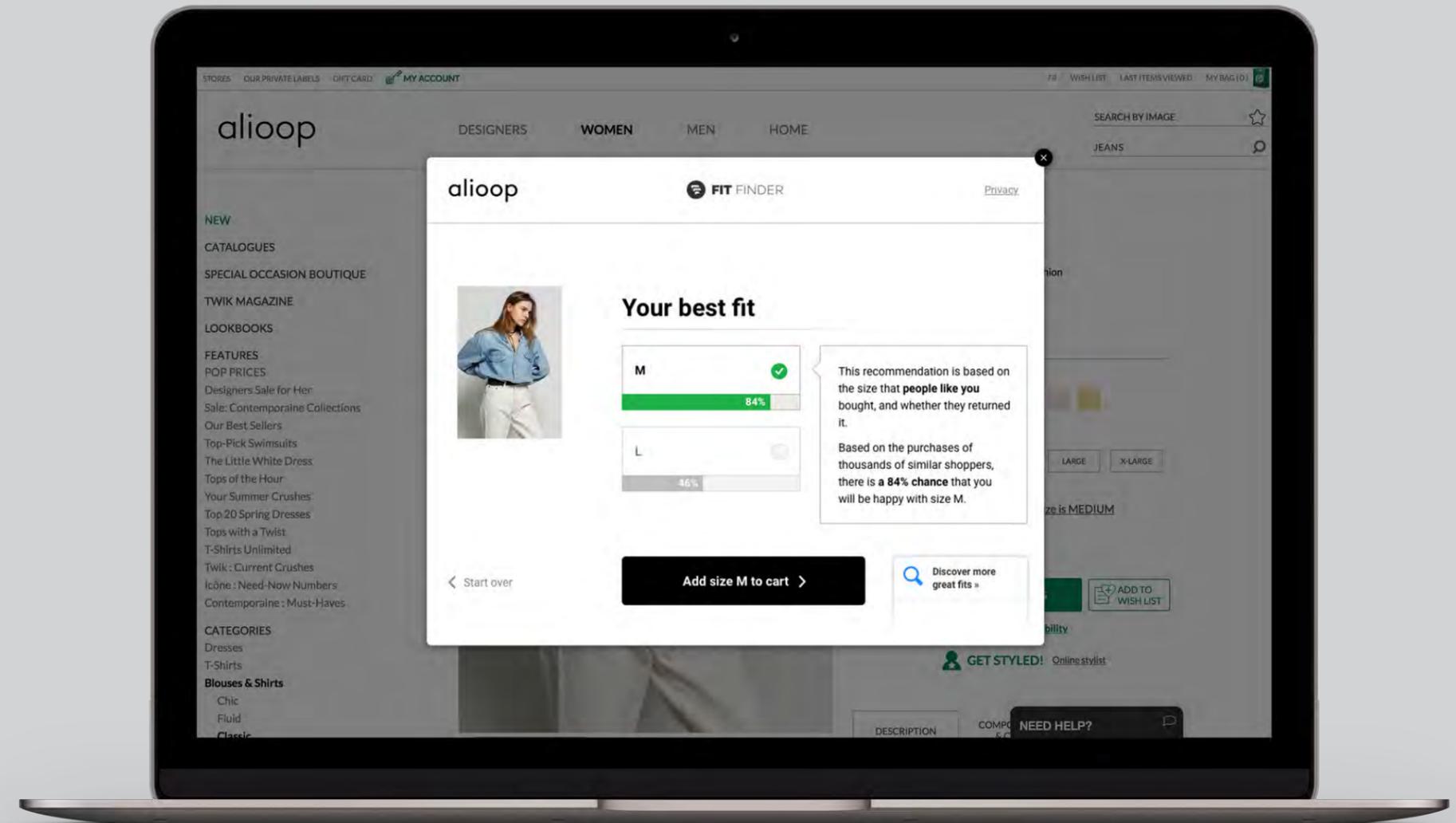
Fit Finder is the flagship product of Fit Analytics, a machine-learning company that solves sizing for the world's largest apparel and footwear brands. Fit Finder is directly integrated into the product pages of stores including Zara, ASOS, Tommy Hilfiger, Calvin Klein, Adidas and Nike. The product solicits 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



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

FIT FINDER Privacy

Your measurements

Find the size that fits you best based on people just like you:

HEIGHT

cm in

WEIGHT

kg lbs

Continue >

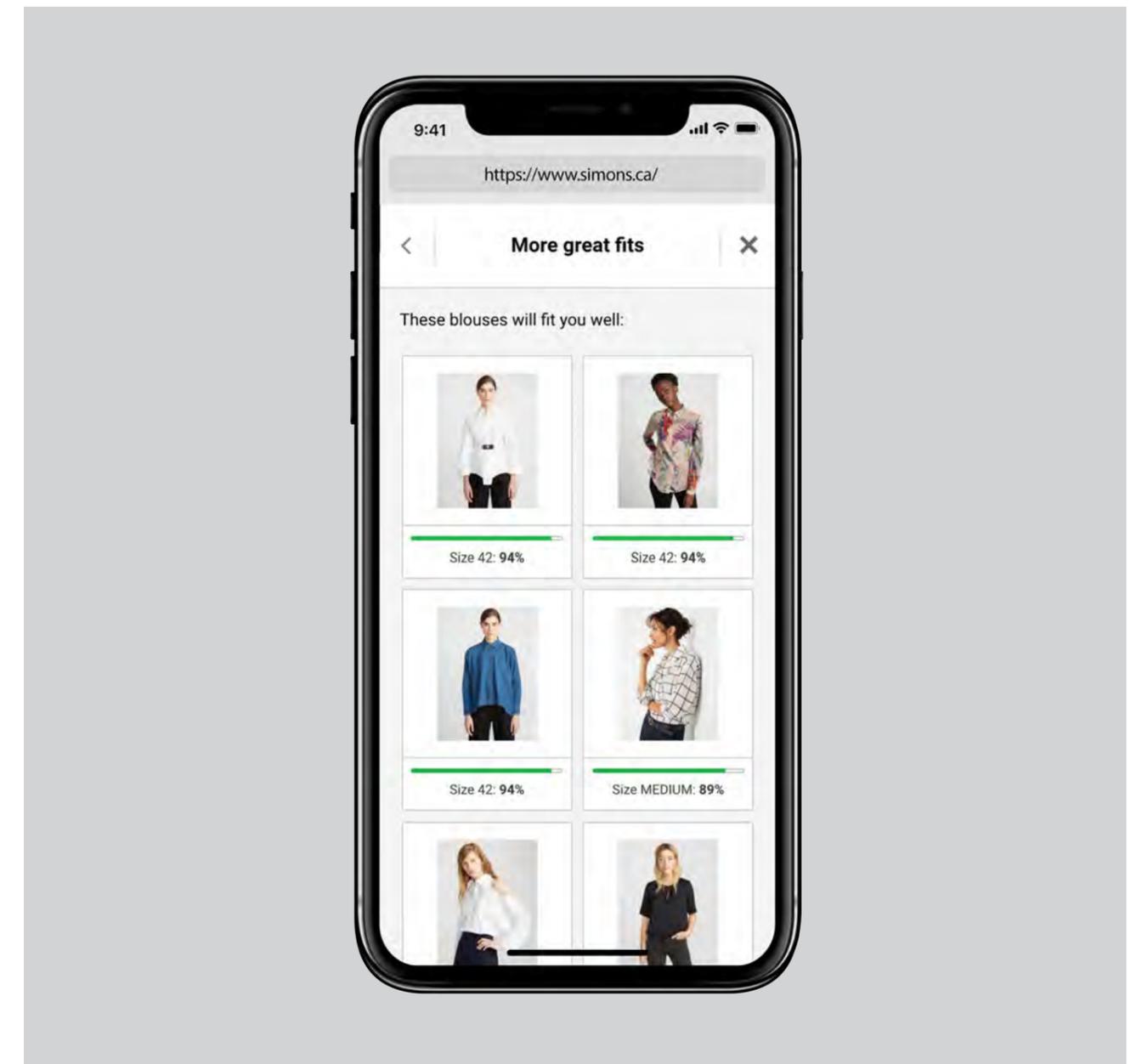
FIT FINDER Privacy

Your belly shape

Possible shapes for your height & weight.

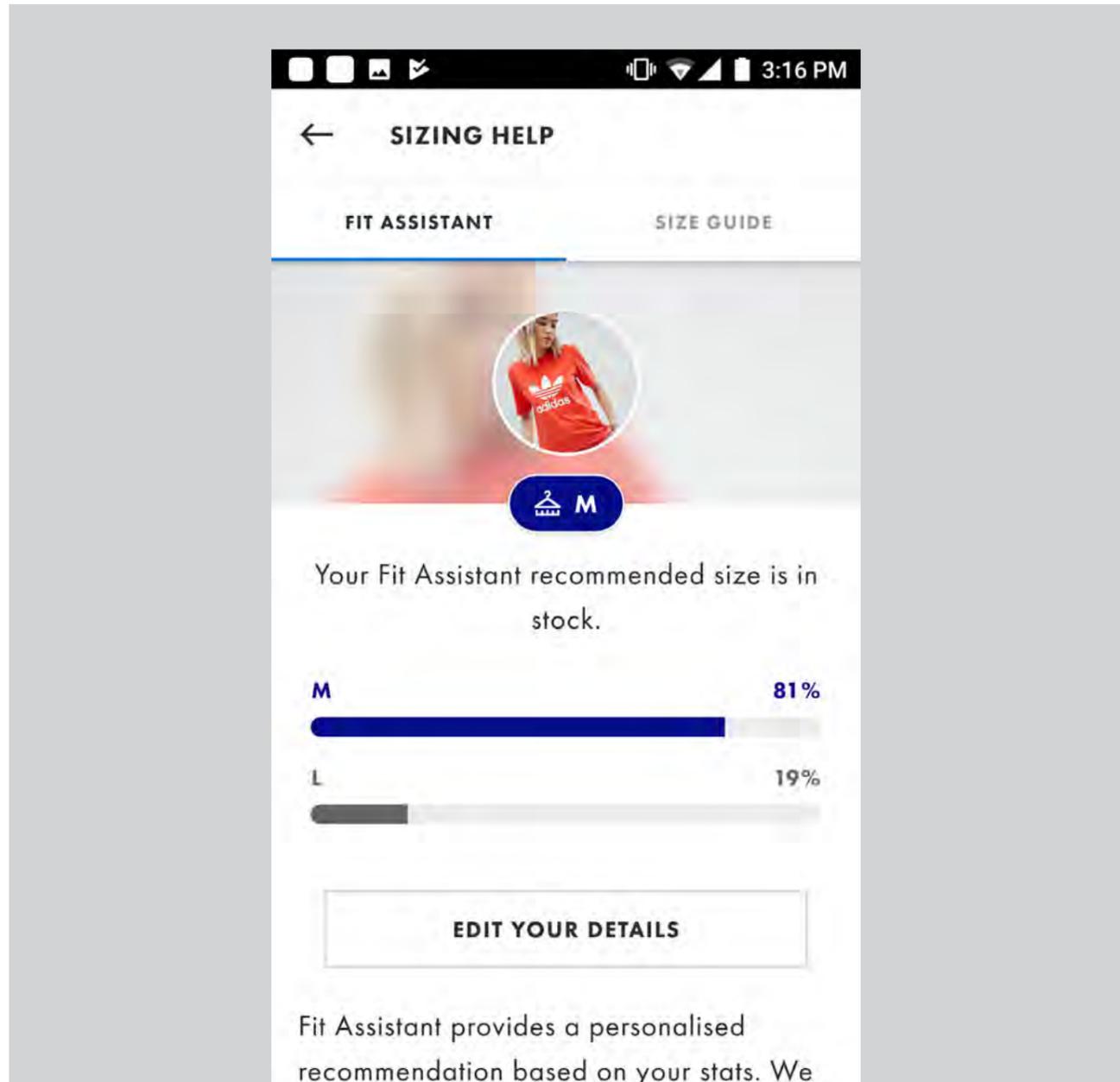
Flatter Average / I don't know Curvier

Product Suggestions

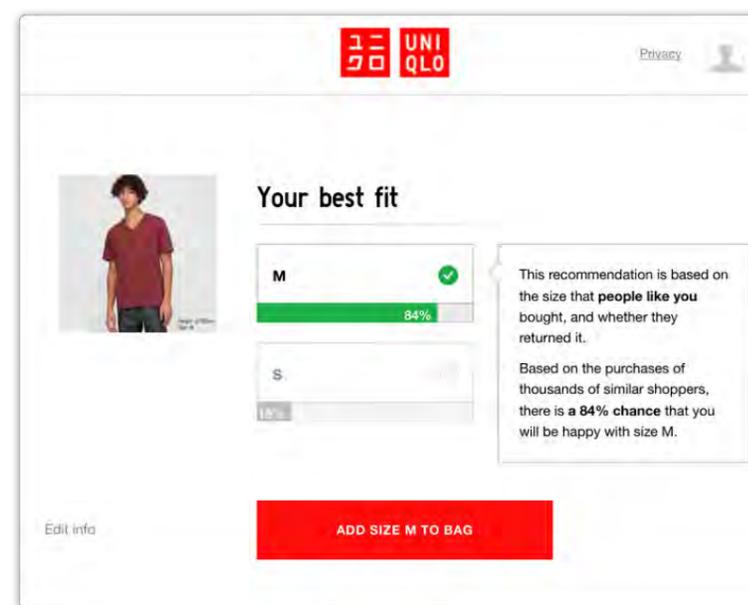
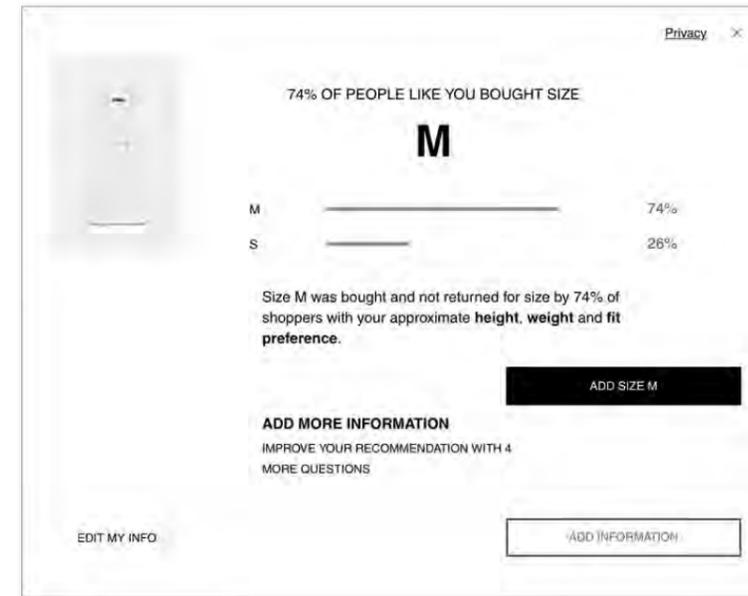


Fit Finder

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 UPcloud 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

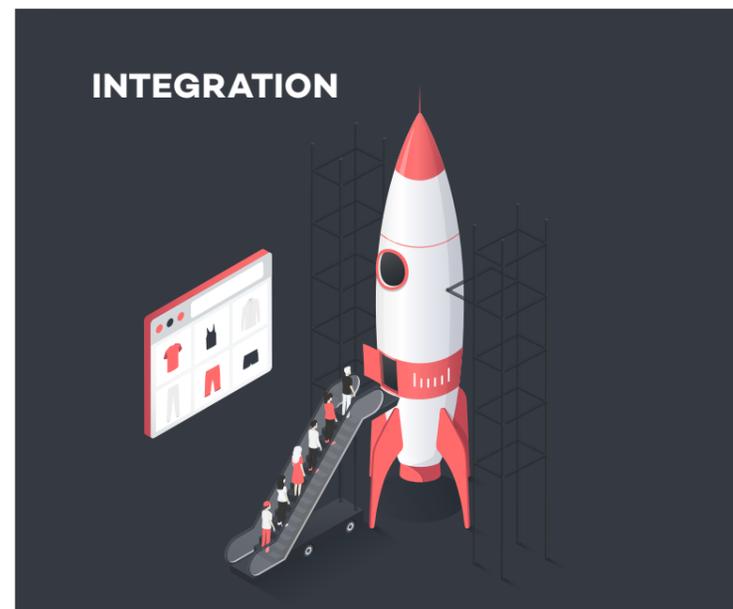
MY ROLE

- 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



Solve Sizing. Sell Smarter.

The world's best size advisor delight shoppers, gives you an **instant e-commerce uplift** and unlocks incredibly valuable consumer intelligence for your business.

Fit Finder

Fit Finder is an intuitive size advisor that delivers certainty for shoppers and captures crucial customer intelligence for apparel firms.

[Try it out.](#)

Proven Impact

Fit Finder powers over X million unbeatably accurate size recommendations for leading stores worldwide every month. Global giants such as ASOS, The North Face, and Tommy Hilfiger trust Fit Finder to solve sizing at scale because it's proven to boost conversions and slash returns.

CONVERSION +4.1%
RETURNS -9.1%

COMPLETE CATEGORY COVERAGE

With over 17,000 supported brands, Fit Finder is the only sizing solution with complete coverage of men, women, and children across all categories of apparel.

UNPARALLELED PERFORMANCE

In a series of live A/B tests with the world's biggest brands stretching back five years, Fit Finder is undefeated against all competitors and proven to deliver more overall.

ADVANCED FIT PREDICTION

In contrast to the limited brand comparison approach of competitors, Fit Finder uses advanced machine learning algorithms and the apparel industry's largest dataset to deliver sizing recommendations.

SURPASS US

User-testing with hundreds of subjects has yielded the most friction-free user journey possible for your customers.

Social Sizing

Using advanced machine learning, Fit Finder matches shoppers against their fit doubles to deliver unbeatably accurate, data-driven sizing recommendations that are easily understood by end users.

This is Nina: 5' 8" / 135 lbs / 32 years old prefers a slouchy.

This is Sara: 5' 8" / 132 lbs / 34 years old prefers a.

Solve Sizing. Sell Smarter.

Powered by our own AI, Fit Finder's intelligent algorithms can **instantly e-commerce uplift** and unlock incredibly valuable consumer intelligence for your business.

Advanced Machine Learning

Fit Finder is powered by the most advanced machine learning algorithms in the industry and the industry's largest dataset.

Product Recommendations

Product Recommendations use you use Fit Finder to provide a size discovery throughout your site while also recognizing customer intent after being fed with out-of-stock items back of inventory.

Customization Ready

Fit Finder is a very customizable solution. Our fit and advanced recommendation engines are available on demand to ensure that your customer journey remains a seamless, on-brand experience.

Meet Your Customers Where They Are

Fit Finder is a truly omnichannel solution optimized to solve sizing for shoppers wherever they shop: on your website, desktop, mobile app, or even in-store.

Who It Benefits

Along with solving sizing for shoppers, Fit Finder offers a robust order and log view value to key users of your organization.

Start Solving Sizing

Interested in adding Fit Finder to your online store?

[Get in touch](#)

Platform	Website	Website	Website	Website	Website
ASOS	ASOS	ASOS	ASOS	ASOS	ASOS
ASOS	ASOS	ASOS	ASOS	ASOS	ASOS
ASOS	ASOS	ASOS	ASOS	ASOS	ASOS
ASOS	ASOS	ASOS	ASOS	ASOS	ASOS

Alpha Industries

Founded in 1983 in Tennessee, Alpha Industries is one of America's most recently recognizable heritage apparel brands, building on a proud historical record of producing iconic, built-to-last for the United States military. It's gone on to establish an outstanding reputation for its, from, and hard-wearing style across their range of outerwear for men, women, and children.

Challenges Faced

In today's market, maximizing e-commerce revenue is critical to ongoing success. Alpha Industries is savvy about their reputation for quality and durability has to be backed up by operational excellence at the point of online sale and beyond. Alpha Industries already operates a highly optimized e-commerce experience - particularly in the area of returns management - but was looking to exceed sizing as a means which could unlock extra sales revenue across its product range.

In today's market, maximizing e-commerce revenue is critical to ongoing success. Alpha Industries is savvy about their reputation for quality and durability has to be backed up by operational excellence at the point of online sale and beyond. Alpha Industries already operates a highly optimized e-commerce experience - particularly in the area of returns management - but was looking to exceed sizing as a means which could unlock extra sales revenue across its product range.

Solution

Alpha Industries integrated the Fit Analytics Fit Finder quickly and smoothly with very negligible impact on existing resources, even during the busy holiday shopping season.

Results

Shoppers using the Fit Analytics size advisor showed a 5.7% increase in conversion rate, improved user confidence around fit, and a 0.3% increase in total orders and a 0.4% increase in average order value (AOV).

+5.7% **+6.3%** **+0.4%**

Start Solving Sizing

With just a couple of lines of easily integrated code, brands and retailers can unlock enormous value from their existing online apparel shops.

Contact us today to discuss setting up a hassle-free, no-obligation A/B test on a subset of e-commerce data to immediately experience benefits in conversions, returns, and bottom-line results!

[Contact us](#)

Fit Analytics

Website: www.alphaindustries.com

Test Period: December 15, 2016 - January 11, 2017

Number of Customers: 280,000

Fit Finder Test: A/B test with Fit Finder versus traditional static size chart.

Platform	Website	Website	Website	Website	Website
ASOS	ASOS	ASOS	ASOS	ASOS	ASOS
ASOS	ASOS	ASOS	ASOS	ASOS	ASOS
ASOS	ASOS	ASOS	ASOS	ASOS	ASOS
ASOS	ASOS	ASOS	ASOS	ASOS	ASOS

MARKETING MATERIAL

FIT FINDER ONE-PAGER

SOLVE SIZING. SELL SMARTER.

The world's most forward-looking apparel companies trust Fit Analytics' machine-learning platform to help connect clothing to customers, boost conversions, and slash returns.

Product Suggestions

Customization Ready

Shop For Friends & Family

Get Started in Weeks, Not Months

ONE PLATFORM. MANY SOLUTIONS.

17,000+ **250M+** **150+** **\$120B+** **10M+**

"Fit Analytics exceeded our expectations and moved the needle for us in a significant way."

[GOOGLE DRIVE LINK](#)
Fit Finder One-Pager Design Files

MARKETING MATERIAL

FIT ANALYTICS BOOKLET

Solve Sizing. Sell Smarter.

The world's top apparel companies use Fit Analytics to connect clothing to customers, boost conversion and slash returns.

Company-Wide Impact

Get Started In Weeks, Not Months

3 Steps to Sizing Success

Take Control of Sizing and Style

[GOOGLE DRIVE LINK](#)
Fit Finder Booklet Design Files

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

THIS VIDEO

MORE VIDEOS

SUBSCRIBE

0:38

27 of the first 41 COVID-19 patients had been to the Huanan Market in Wuhan.

1:40

Many human-affecting viruses originate in animals: birds, pigs, chimps, etc. Evidence that the corona virus went from bat to pangolin to human. **1**

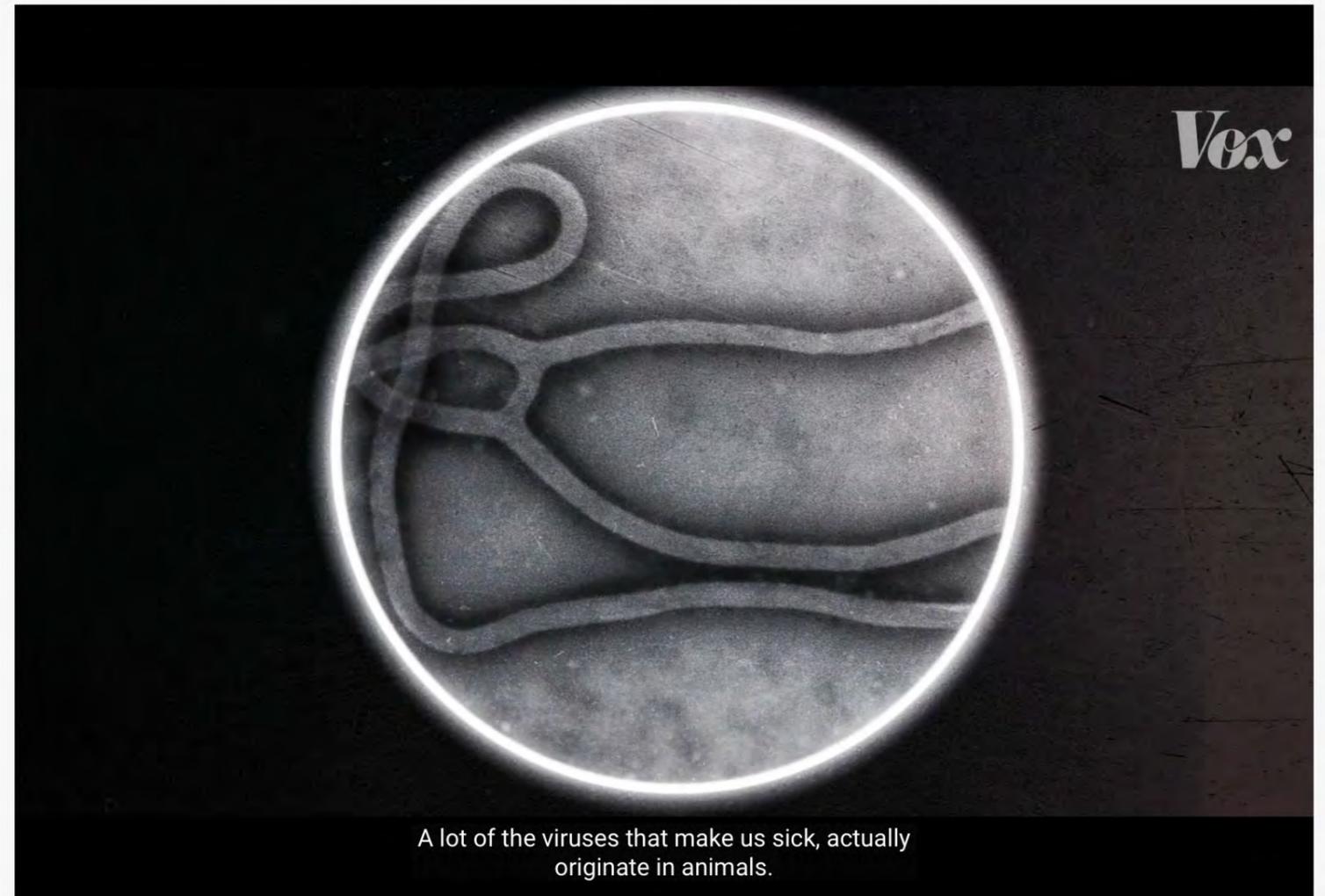
2:09

The Huanan Market is a "wet market," where live animals are slaughtered. Animal "fluids" abound.

3:20

Background: why does China have (so many) wild

Why New Diseases Keep Appearing in China



THIS VIDEO MORE VIDEOS

1:40

Many human-affecting viruses originate in animals: birds, pigs, chimps, etc. Evidence that the corona virus went from bat to pangolin to human. 1

1. What the heck is a pangolin?
<https://en.wikipedia.org/wiki/Pangolin>

Share this spot:

Twitter Facebook Email Print

3:20

Why New Diseases Ke

Vox Why new diseases keep appearing

1988

Law of the People's Republic

(Adopted at the Fourth Meeting of the S Congress and promulgated by Order No China on November 8, 1988, and effect

CHAPTER I

Article 1 This Law is formulated for the wildlife which are rare or near extinction resources and maintaining ecological b

Article 2 All activities within the territory protection, domestication, breeding, dev be conducted in conformity with this Law species of terrestrial and aquatic wildlife terrestrial wildlife which are beneficial or wildlife referred to in the provisions of th protection as prescribed in the precedin of aquatic wildlife other than those whic Fisheries Law shall apply.

Article 3 Wildlife resources shall be ow and interests of units and individuals en resources according to law.

Article 4 The state shall pursue a policy actively domesticating and breeding the utilizing wildlife resources, and encourag individuals that have made outstanding in scientific research on wildlife, or in th awarded by the state.

Article 5 Citizens of the People's Reput resources and the right to inform the au destruction of wildlife resources.

More videos

PART 2 SYRIA

0:38
27 of the first 41 COVID-19 patients had been to the Huanan Market in Wuhan.

1:40
Many human-affecting viruses originate in animals: birds, pigs, chimps, etc. Evidence that the corona virus went from bat to pangolin to human. 1

Share this spot:
3:20



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



Test Drive Products Pricing Company [Developer Login](#)

Artificial intelligence for companies that revolutionize online shopping

The largest retailers in the world use Diffbot to retrieve full pricing information, product IDs, images, specifications, brand and more.

Test drive



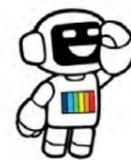
Extract fields like:
> [product ID](#)

Powered by
DIFFBOT DATA



Nothing personal.

It's just that Diffbot's computer brain can do some things better.



Accurate

Humans are prone to error, Diffbot isn't. Our computer vision and machine learning can identify, extract, and structure Web data with better-than-human-level accuracy



Comprehensive

Humans miss things, Diffbot doesn't. Diffbot constantly monitors and updates your data from every single element of any Web page, down to (I/M Fill in obscure web



Cost-effective

Humans take breaks, Diffbot doesn't. You would need to employ a team of thousands working around the clock to match Diffbot's results.

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](#)

A screenshot of the Diffbot website. The top navigation bar includes 'Products', 'Pricing', 'Company', and 'Developer Login'. The main content area is green and features a 'Automatic APIs' section with a circular refresh icon and a description: 'Diffbot's Automatic APIs automatically extract content from supported page types: articles, products, discussions, images and more. Diffbot uses advanced AI technology to retrieve clean, structured data without need for manual rules or site-specific training.' Below this is a row of five icons representing different content types: 'ARTICLE', 'PRODUCT', 'IMAGE', 'CHAT', and 'VIDEO'. The text 'Article API' is centered below the icons.

A screenshot of the Diffbot search results page. The top navigation bar includes 'Search', 'Bulk API', 'Crawlbot', 'Custom APIs', 'Docs', and 'My account'. The main content area is white and features a search results section. It includes a search bar with the query 'Title Contains Orangutang', a 'QUERY:' section with the URL 'https://api.diffbot.com/v3/search?token=john6query=type:article min:date:2016-01-01 AND text:"dan mayer" AND NOT text:"john davi"', and a list of search results. The first result is '16 of David Bowie's Best Live Performances You Can Watch Right Now' from vulture.com. The second result is 'Fresh Intelligence: Oregon Militants' Standoff Escalation, Rupert Murdoch's Surprise Engagement, and More' from nymag.com. The third result is 'What's Next for Dropbox?' from vulture.com. The page shows 12,533 matches and is sorted by Relevance.

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.

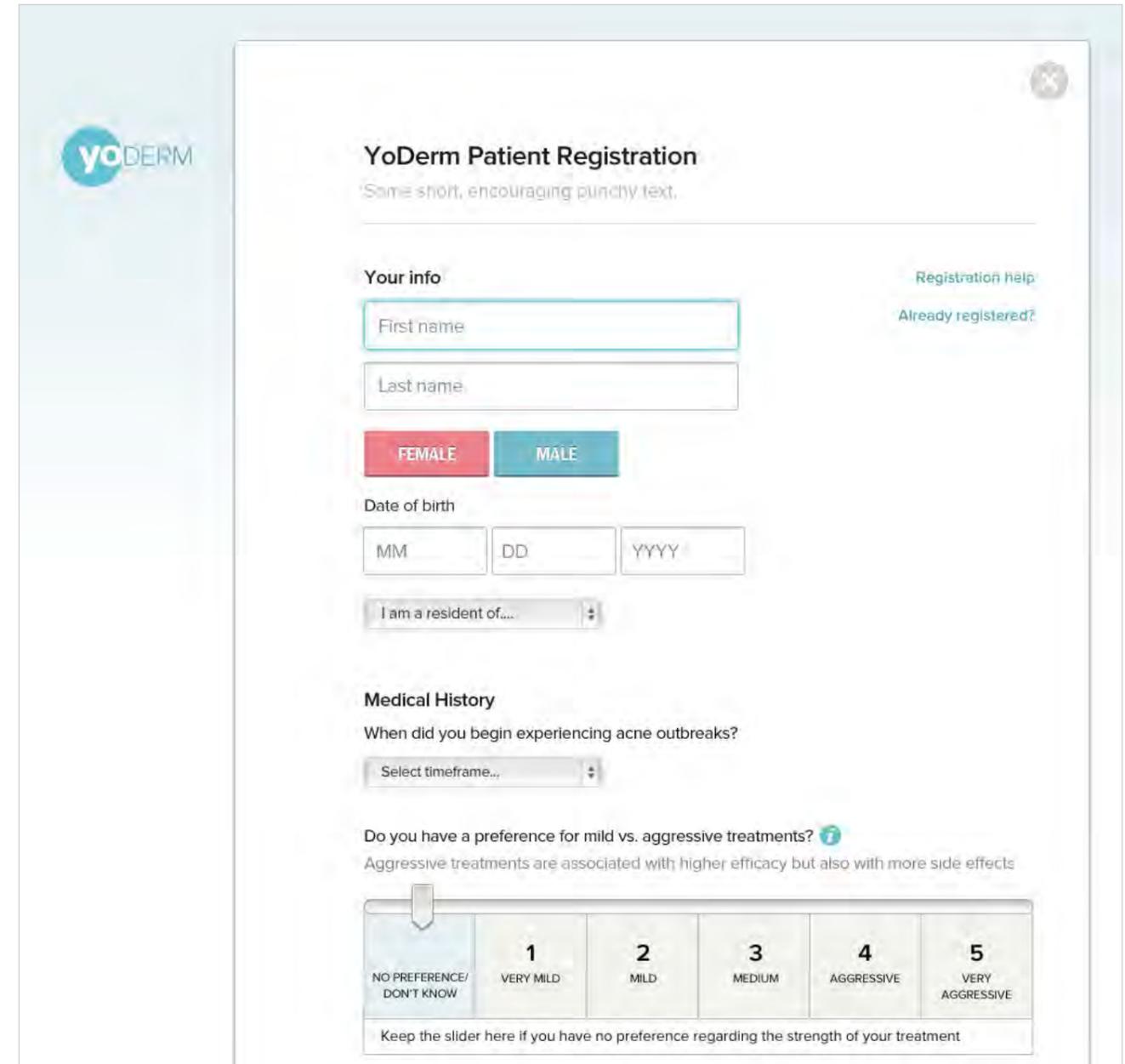
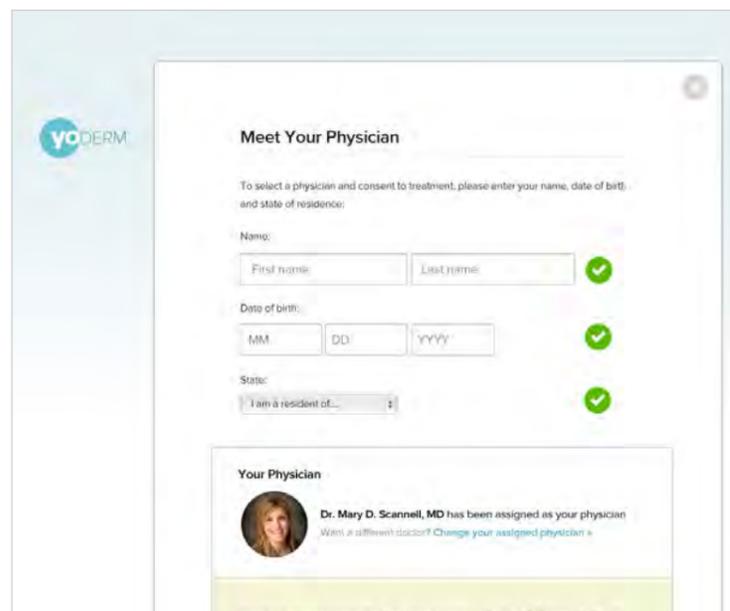
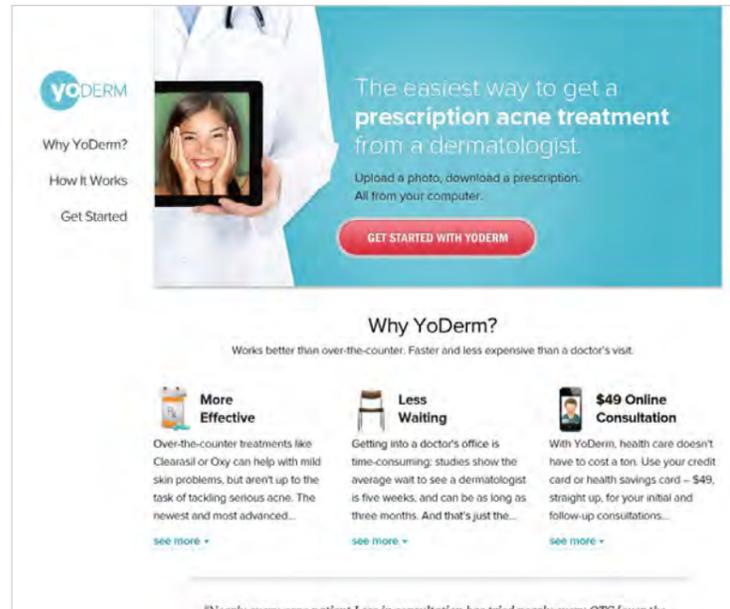
COMPANY

YoDerm (now Apostrophe)

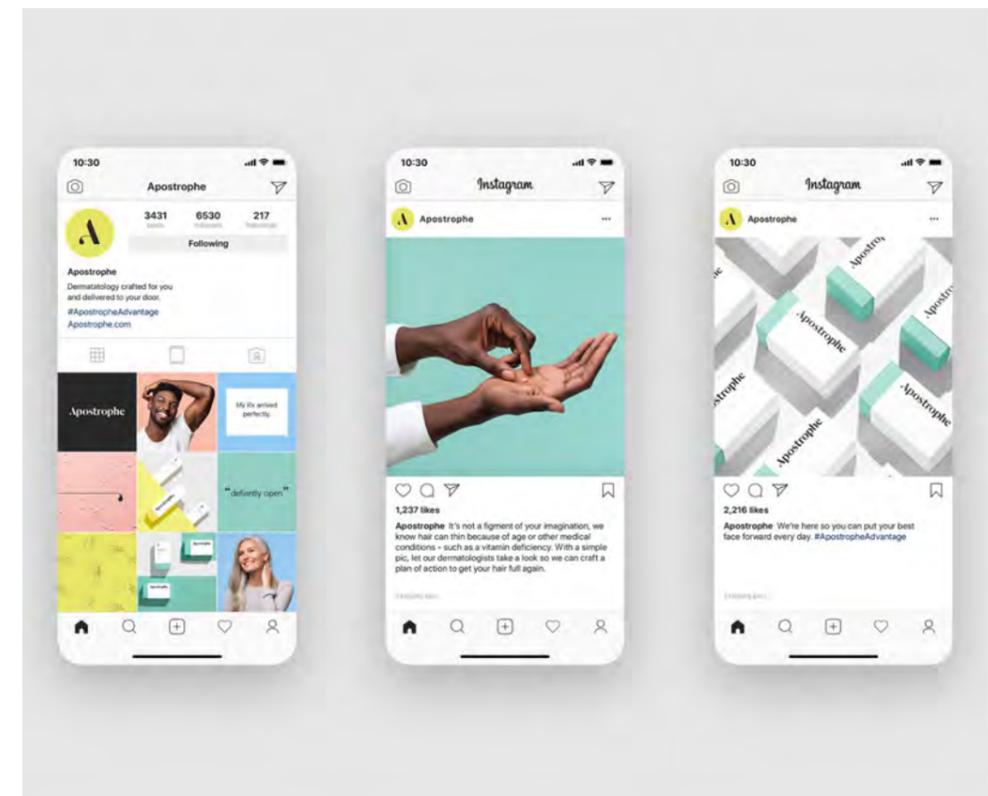
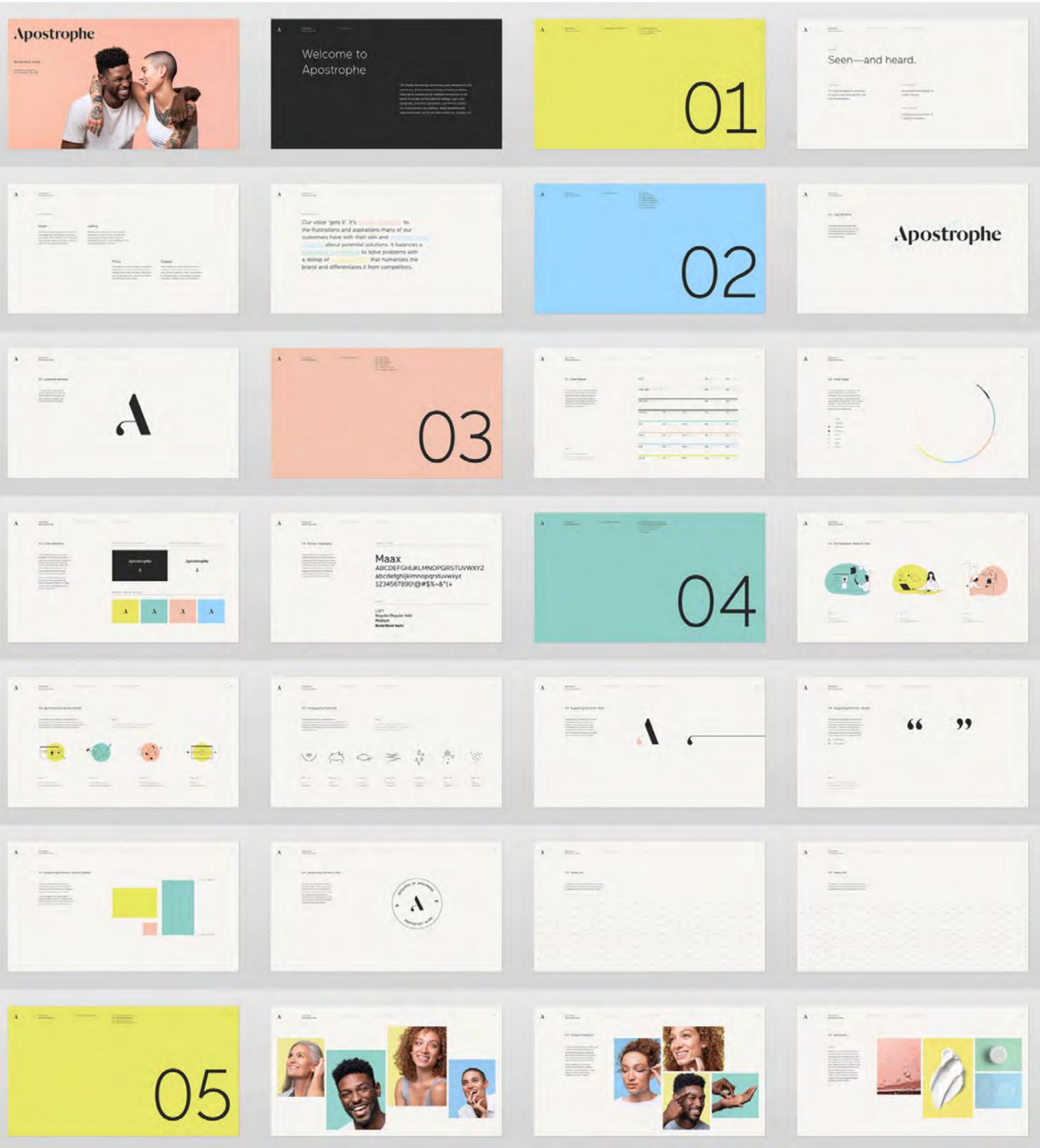
MY ROLE

- UX Design
- Branding
- Founding Investor
- Advisor

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



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



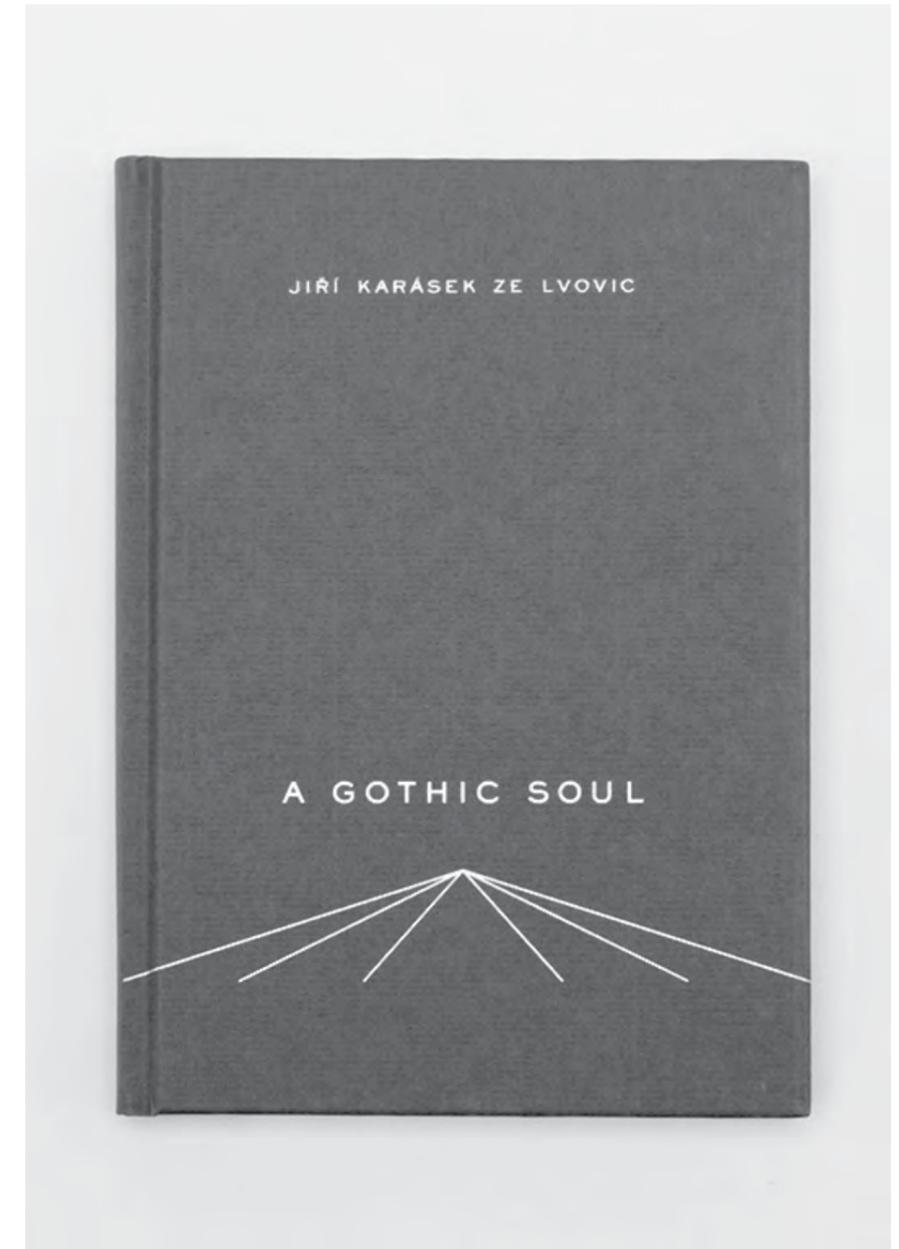
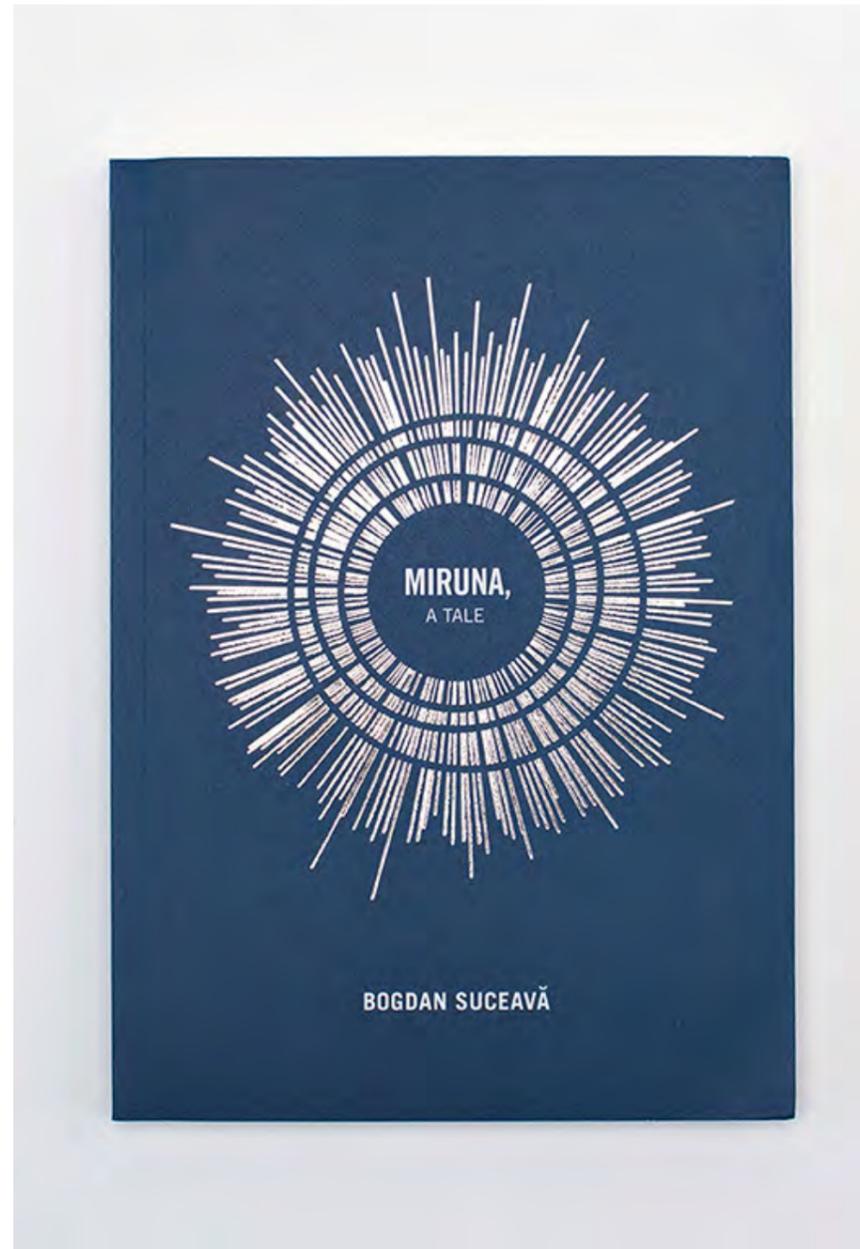
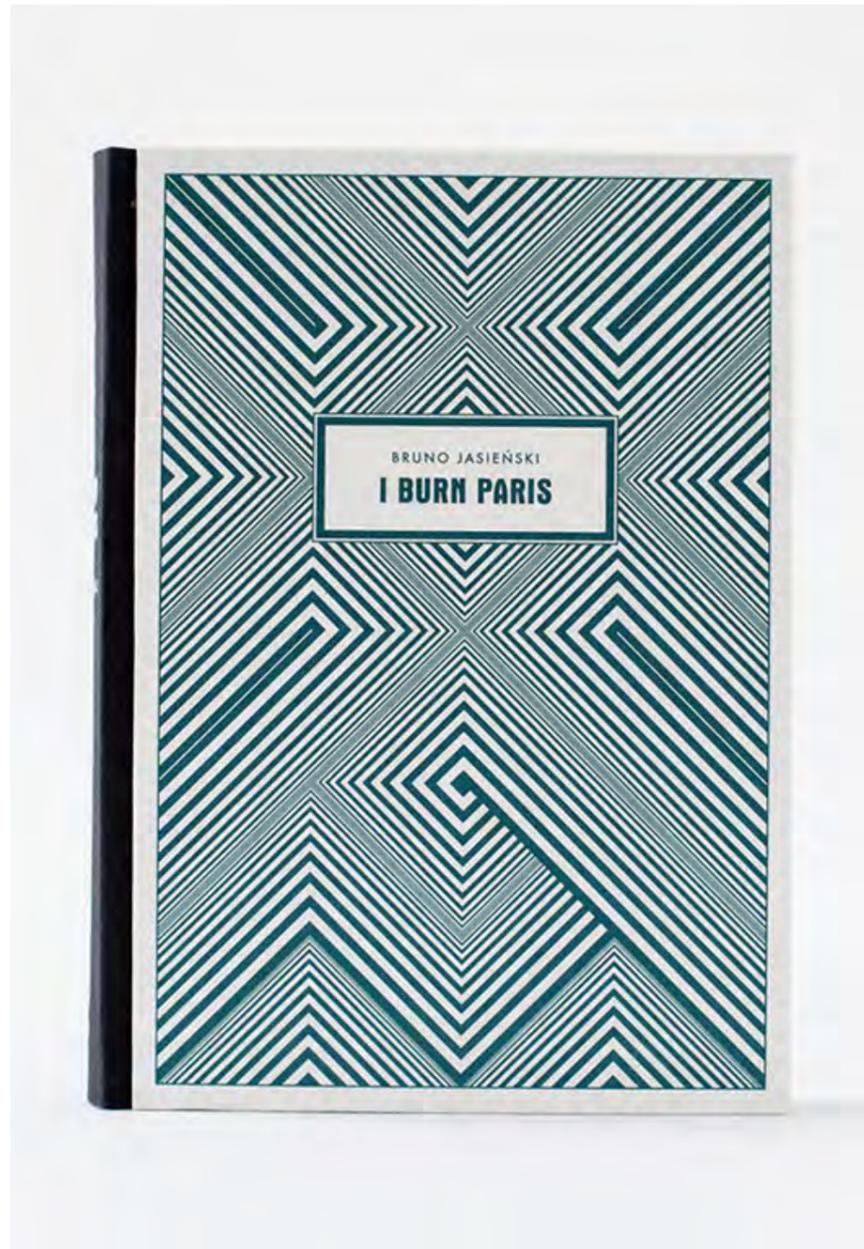
Twisted Spoon Press

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

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.



PS4. Apple Arcade NINTENDO SWITCH. STEAM. XBOX ONE



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



DEVELOPMENT TYPE 1 | Flexi-Space

Flexi-Space buildings represent... while keeping an eye towards... offer units that range in size fr... logistics, light industrial, call c... and R&D centres.

For clients that seek to start up quickly while their customised facilities are being built or that seek the advantages of short-term lease agreements, Flexi-Space buildings are a perfect fit.

Benefits of the CTPark Flexi-Space:

- Ramp access
- Efficiently heated and ventilated industrial area, with heavy floor-load capacity.
- Fully air-conditioned A-class office over

The unique, modular design allows clients to personalize their space by adding partitions, offices, or laboratory and research areas.

- Employee day room and lockers
- Dock levelers permit same-level loading for drive-in access.
- Easy to partition into function-specific spaces

19 BUILDINGS

A photograph of a modern industrial building with large windows and a green lawn in front.

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!



DAN MAYER

dan@danmayer.com

+49 176 71753312

www.danmayer.com