

Danielle Parkinson

PRODUCT DESIGNER

danielleparkinson.me

I craft intuitive, elegant and visually compelling experiences and am passionate about innovative, engaging design that solves real problems and delivers value to users and businesses. I have over 7 years' experience in the end-to-end design of a variety of user-centered digital products

KEY SKILLS

Design of B2B, SaaS and iOS applications

Working collaboratively with stakeholders, product managers and engineers I design user-centric applications, and have experience design B2B, SaaS, customer-facing iOS and desktop platforms

End-to-end design

I balance user needs with business requirements to create intuitive and functional designs. Following the research and discovery phase, I define interaction flows and sitemaps, create wireframes and iterate to polished, clickable prototypes. I validate my designs and thinking in every stage of this process

Data-driven design and user research

Working with product managers, I interview customers and conduct research to explore problems and identify pain points. I use data to monitor the effectiveness of my designs

Design systems

I have experience in building and maintaining design systems and style guides

Front-end development

My coding knowledge helps me to work effectively with engineers and understand technical aspects of problems and potential solutions

EXPERIENCE

Product Designer, Global App Testing

DEC 2020 — NOW

- Designed a new SaaS platform from scratch for a fast-paced start-up
- Used qualitative research data and user data from Metabase to create an MVP and iterate on it to create a saleable product, which has now gone to market
- Worked in a continuous discovery cycle with the product manager and tech lead to conduct research and explore new problem spaces. Led design workshops within my squad of 4 engineers to find technically-feasible solutions to these problems
- Defined interaction flows and sitemaps, created wireframes and clickable prototypes which I tested with users (e.g. through interviews and A/B testing)
- Implemented a bugs triaging feature in the live product which has a 70.9% adoption rate amongst customers
- Completed a full re-design and implemented a design system in Figma

Product Designer, Green Power Monitor

SEP — DEC 2020

- As the sole designer for 3 engineering teams, I was responsible for the UX and visual design of a B2B energy monitoring platform to allow customers to track the performance of their renewable energy systems
- Worked with product owners and energy experts to translate complex information and data into an engaging, highly visual UI

Product Designer and Co-creator, MealsUp iOS App

FEB 2017 — NOW

Co-created and designed a [meal-scheduling app](#) with over 15,000 users and an App Store rating of 4.8

"This app is the embodiment of doing something simple very well..." Review, 2022

Senior UX Designer, KPMG LLP

OCT 2015 — AUG 2020

- Collaborated with data and engineering teams to design and implement [dashboard solutions](#) to enable our clients to improve their customers' experience based on data
- Designed bespoke dashboards (including data visualisations) and also coded the front-end for clients such as EasyJet and British Gas
- Mentored junior designers who were part of the KPMG graduate scheme

Legal Executive, Gordons LLP & Squire Patton Boggs

JUL 2011 — SEP 2015

Worked in the legal industry, specialising in banking law, following my law degree

TOOLS

Figma
Sketch
Zeplin
InVision
Adobe suite
Maze
Metabase

HTML
CSS, LESS, Sass
jQuery, JavaScript

EDUCATION

Professional Diploma
UX Design
UX DESIGN INSTITUTE, 2019

Legal Practice Course (Distinction)
BPP UNIVERSITY, 2011

Law Degree (2.1)
UNIVERSITY OF LEEDS, 2010