

# Danielle Parkinson

User Experience | Product Designer

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With over 4 years' experience in the end-to-end design of user-centered digital products, I craft experiences which are intuitive, elegant and visually compelling. I am passionate about creating engaging and innovative designs, in collaboration with users, that solve real problems and deliver true value. I have significant experience designing and coding highly optimised B2B products for professional users, alongside mobile app design - my side projects include co-founding and designing the MealsUp iOS App.

## SKILLS & EXPERIENCE

**User-centered Design** - translate concepts and ideas into innovative and intuitive designs, collaborating with product owners, stakeholders and users at ideation sessions/workshops

**UX Design** - create user flows, mock-ups and wireframes in different fidelities leading to polished, clickable prototypes. Seek stakeholder feedback to test design solutions to user pain points

**Product Design** - work cross-functionally with product owners and engineering teams to design the UX and UI of product features, new components and modules

**Interaction & UI Design** - lead visual design and implement micro-interactions and UI

**UX Project Lead** - co-ordinate build tasks, working closely with stakeholders and engineers from conception to implementation

**Design Systems** - design, build and maintain reusable design system components and style guides to ensure consistency in UX and interactions

**Responsive Web Development** - code the front-end on client projects, following Agile workflows. This experience informs my design process, allowing me to create technically-feasible designs which can be implemented within project timelines

### SENIOR UX/UI DESIGNER, KPMG

Oct 2015 - present

Design 'voice of the customer' dashboards to help insight experts and managers analyse complex data, to understand customer needs and pain points. Develop UX and visual design of the core product; design and implement bespoke client projects.

### PRODUCT DESIGNER, MEALSUP IOS APP

Feb 2017 - present

Co-founded and designed meal-scheduling app MealsUp, which has over 14,000 users and a 4.7 star rating on the App Store. Solely responsible for designing the user journeys, UI and the UX.

### LEGAL EXECUTIVE, GORDONS LLP | SQUIRE PATTON BOGGS

Jul 2011 - Sep 2015

Developed highly creative thinking, effective communication skills, and the initiative to handle unanticipated issues positively.

## DESIGN

- Sketch
- InVision
- Figma
- Zeplin
- Adobe Creative Suite
- Affinity Designer
- Balsamiq
- FlowMapp

## FRONT-END

- HTML, Bootstrap
- CSS, LESS, Sass
- jQuery
- Basic JavaScript
- Visual Studio, VS Code

## EDUCATION

- Legal Practice Course Distinction  
BPP University  
2010 - 2011
- Law: 2.1 Hons  
University of Leeds  
2007 - 2010

## ACTIVITIES

