



Danielle Parkinson

User Experience Designer

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I have over 4 years' experience in the end-to-end design of user-centered software solutions which are intuitive, elegant and visually compelling. I am passionate about creating engaging user experiences and innovative designs, in collaboration with users, that solve real user problems and deliver true value. I currently design and build highly optimised experiences for professional users working with large, complex datasets. My side projects include co-founding and designing the MealsUp iOS App which has over 14,000 users.

SENIOR UX/UI DESIGNER, KPMG

Oct 2015 - present

I design and build engaging 'voice of the customer' dashboards to help management and insight professionals analyse complex data, to understand customer needs and pain points. As the UX & UI Lead on a number of projects, my responsibilities include:

- **User Centered Design** - lead ideation sessions and workshops and translate concepts and ideas into innovative and intuitive designs in collaboration with the product team, stakeholders and users
- **UX Design** - create user flows, mock-ups and wireframes in different fidelities leading to polished, clickable prototypes. I seek stakeholder feedback throughout my design process
- **Product Enhancement** - work cross-functionally with the product owners, development and sales teams to design the UX and UI of modules, new components and product features
- **Design System** - design and build components for reusable design systems to drive the product forward and ensure consistency
- **Infographics & Data Visualisations** - design and build high-impact, elegant and easy-to-process infographics and data visualisations
- **Interaction & UI Design and Build** - build the front-end, including designing and implementing UI and micro-interactions using high-performing, modern CSS and JavaScript
- **Responsive Web Development** - code the front-end following Agile workflows. This experience informs my design process, allowing me to create realistic designs which can be implemented within project timelines

MEALSUP IOS APP

Feb 2017 - present

I co-founded and designed MealsUp, a meal-scheduling app with over 14,000 users and a 4.7 star rating on the App Store. I was solely responsible for designing the user journeys, the UI and the UX.

LEGAL EXECUTIVE, GORDONS LLP | SQUIRE PATTON BOGGS

Jul 2011 - Sep 2015

My experience in the legal industry helped me to develop highly creative thinking, effective communication skills, and the initiative to handle unanticipated issues positively.

DESIGN

- Sketch
- InVision and Craft
- Figma
- Zeplin
- Adobe Suite: PhotoShop, XD, Illustrator, InDesign
- 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

HOBBIES

