

# Danielle Parkinson

SENIOR PRODUCT DESIGNER

Product designer with 10 years' experience and strong web coding skills, currently specialising in web application builders. Passionate about thoughtful, intentional design and creating engaging solutions that balance flexibility with ease-of-use, empowering users and delivering long-term value to businesses and creators.

[danielleparkinson.me](http://danielleparkinson.me)

[Linkedin](#)

[Email](#)

## EXPERIENCE

### Senior Product Designer at Knack

March 2024 - Present • Remote • Design team of 2

- I lead the end-to-end design of the entire ecosystem at Knack, a no-code web app-building tool used by over 110k small businesses and independent creators.
- Full design ownership (as the only permanent designer) for the builder area, where users set up their data structures, configure pages for their app and create workflows.
- Responsible for designing and maintaining components used in the live app UI.
- Significant projects I have led include:
  - a full redesign of the entire platform, including extensive UX changes to our page builder and themes areas, and support for custom code;
  - partner integration to design and implement a workflows feature;
  - coding and testing a prototype for a new AI feature to help users build their apps more quickly. Following design iterations and implementation, this feature led to an increase in trial conversion (~3.5%).
- I work closely with PMs to define product specifications, help write PRDs, and monitor feedback (via Sleekplan and our CX team) to help prioritise where to focus improvements.

### Sole Product Designer at Vaayu

November 2022 - March 2024 • Remote • Design team of 1

- Designed B2B dashboard software to enable retailers to easily track carbon emissions across their products and supply chains.
- Led a broad range of design projects, ranging from a targets and scenario modelling feature to allow businesses to set and track science-based targets, to the creation of a B2C carbon calculator for consumers which I helped code with an engineer.
- Collaborated closely with climate scientists and industry experts to navigate complex topics and distil intricate workflows into a user-friendly product.
- Learned from customers and prospects via user interviews, rapid prototyping and partnerships to build effective, impactful solutions to solve customer problems.

### Product Designer at Global App Testing

December 2020 - November 2022 • Remote • Design team of 3

- Designed and launched a SaaS platform for crowd-sourced QA testing.
- Collaborated closely with product managers and tech leads to explore new problem spaces and drive continuous discovery, including the facilitation of design workshops with engineers to find technically-feasible solutions to these problems.
- Used qualitative research data and user data from Metabase to validate, track and iterate on designs.
- Co-created a full design system to allow the product to scale quickly and consistently.

## SKILLS & TOOLS

Figma

HTML

CSS, LESS, Sass

Javascript, jQuery

Framer

Adobe Suite

Metabase

Looker Studio

Highcharts

## EDUCATION

### UX Design Institute

Professional Diploma  
UX Design, 2019

### BPP University

Legal Practice Course  
(Distinction)  
2010 - 2011

### University of Leeds

Law LLB (2:1)  
2007 - 2010

## **Senior UX Designer at DNV-GL (GreenPowerMonitor)**

September - December 2020 • Barcelona, Spain • Design team of 2

- Led the UX and visual design of a dashboard web app to allow users to track the performance of their renewable energy systems.

## **Senior UX Designer at KPMG**

October 2015 - August 2020 • Leeds, UK • Design team of 4

- Collaborated with data experts to design and implement platforms which helped clients, such as EasyJet and British Gas, analyse and report on customer data and take action to improve their customers' experiences.
- My role also included front-end coding of the UI and data visualisations; this gave me invaluable front-end knowledge which helps me to communicate well with engineers.
- Mentored junior designers who were part of the KPMG graduate scheme.

## **Legal Executive at Gordons LLP & Squire Patton Boggs**

July 2011 - September 2015 • Leeds, UK

After my law degree I worked in banking law. Whilst I subsequently changed my career path, this experience allowed me to develop soft skills such as effective communication, the processing and prioritisation of complex information, and analytical thinking.

## **SIDE PROJECTS**

### **Product Designer & Co-Founder at MealsUp iOS App**

February 2017 - Present

- Co-founded and designed a successful meal-scheduling app with over 15,000 users and an App Store rating of 4.8.
- Recent review: "This app is the embodiment of doing something simple very well..."

### **Product Designer for adventure.gen iOS App**

Present

- Recently created the design for a narrative adventure game app, which uses AI to generate an illustrated narrative based on user inputs.