Danielle Parkinson

danielleparkinson.me

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I'm a UX/Product Designer with over 4 years' experience in the end-to-end design of user-centered digital products. I craft intuitive, elegant and visually compelling products and am passionate about innovative and solutions-focused design that solves real problems and delivers true value. I have significant experience designing complex, cross-platform B2B products for professional users.

KEY SKILLS

USER-CENTERED DESIGN
I collaborate with product managers and stakeholders to define user requirements and create user stories, user flows and sitemaps

END-TO-END UX DESIGN
I have extensive experience in the design process from ideation through to delivery. I am able to translate ideas into innovative and intuitive designs, iterating through concept mock-ups, low and high-fidelity wireframes to polished, clickable prototypes

PRODUCT DESIGN
With experience of designing B2B products and iOS apps, I work cross-functionally with product and engineering teams to design the UX and UI of product features and new components

UX/UI PROJECT LEAD
I have experience of working as the sole designer and UX contact on client projects, where I work closely with stakeholders and the engineering team

UI & INTERACTION DESIGN
My attention to detail allows me to create consistent, pixel-perfect UI designs. I design and build micro-interactions to enhance the look and feel

DESIGN SYSTEMS
I design, build and maintain reusable design system components and style guides to ensure consistency in the UI, UX and interactions

FRONT-END DEVELOPMENT
My front-end experience aids my design process, allowing me to create technically-feasible designs and to work effectively with engineers

KEY TOOLS

Sketch
Figma
Zeplin
InVision
Photoshop
Adobe XD
Affinity Designer
Balsamiq
FlowMapp

HTML
Boostrap
CSS, LESS, Sass
jQuery
JavaScript
JIRA

EXPERIENCE & EDUCATION

KPMG LLP
Oct 2015 – present

SENIOR UX/UI DESIGNER
- Design B2B 'voice of the customer' dashboards to help users analyse complex data, to understand customer needs and pain points.
- Develop UX and visual design of the core product.
- UX Lead on a number of bespoke client projects.

MealsUp iOS App
Feb 2017 – present

PRODUCT DESIGNER
- 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, UX and the UI.

Gordons LLP, Squire Patton Boggs
Jul 2011 – Sep 2015

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

BPP University, University of Leeds
2007 – 2011

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