

# Danielle Parkinson

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

PRODUCT DESIGNER

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

## KEY SKILLS

### Product design across a variety of platforms

I am experienced in designing customer-facing, B2B, SaaS and iOS apps. I work with stakeholders and engineers to design customer-centric software through a process of product discovery, solutions workshops, prototyping and continuous feedback

### End-to-end design

I balance customer needs with business requirements to create intuitive and functional designs. Following the 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

### User research and data-driven design

I work with product managers to interview customers and conduct research (including A/B and prototype testing) as part of the problem and solution exploration phases

### Design systems

I recently worked on the full redesign of a SaaS platform and have experience in building and maintaining design systems and style guides

### Front-end development

My coding knowledge gives me an understanding of the technical feasibility of designs and allows me to work effectively with engineers

## TOOLS

Figma  
Sketch  
Zeplin  
InVision  
Adobe suite  
Maze  
  
HTML  
CSS  
LESS, Sass  
jQuery  
JavaScript

## EXPERIENCE & EDUCATION

- Dec 2020 – present **Product Designer, Global App Testing**
  - I am responsible for the design of a SaaS product which offers crowd QA testing
  - As part of a product trio I work in a continuous discovery cycle, conducting customer interviews, research and leading solutions exploration and workshops
  - I use data to inform my design process and monitor the impact of my designs to solve customer problems effectively
  - I led a full re-design of the platform including updating the design system
- Sep – Dec 2020 **Product Designer, GreenPowerMonitor**
  - As the sole designer for 3 teams of developers, I led the UX and visual design of an energy monitoring dashboard to allow customers to track the performance of their renewable energy systems
  - My role included stakeholder management and ensuring cross-team alignment
- Oct 2015 – Aug 2020 **Senior UX Designer, KPMG LLP**
  - I worked with data and engineering teams to design and implement B2B dashboard solutions to enable our clients to improve their customers' experience based on data
  - Alongside designing the platforms and data visualisations I also coded the front-end of bespoke dashboards for clients such as EasyJet and British Gas
  - I mentored junior designers who were part of the KPMG graduate scheme
- Feb 2017 – present **Product Designer and Co-Founder, MealsUp iOS App**

I co-founded and designed a meal-scheduling app with over 15,000 users and a 4.8 star rating on the App Store.  
"This app is the embodiment of doing something simple very well..." [Review Apr 2022](#)
- Jul 2011 – Sep 2015 **Legal Executive, Gordons LLP & Squire Patton Boggs**

Following my degree I worked in the legal industry, specialising in banking law
- 2007 – 2011 **Professional Diploma in UX Design, UX Design Institute**  
**Legal Practice Course (Distinction), BPP University**  
**Law degree (2.1), University of Leeds**