

# Danielle Parkinson

PRODUCT DESIGNER

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

I craft intuitive, elegant and visually compelling experiences and enjoy helping people in their day-to-day lives by creating products that solve user problems through innovative design. I have 7 years' experience in the end-to-end design of a variety of user-centered digital products

## KEY SKILLS

### Product design: customer-facing, B2B, SaaS, iOS

I work collaboratively with stakeholders, product managers and engineers to design user-centric applications through a process of product discovery, solutions workshops, prototyping and continuous feedback

### End-to-end design

I balance user 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

### Data-driven design and user research

Working with product managers, I interview customers and conduct research to explore problems and identify pain points. I use data to monitor the effectiveness of my designs

### Design systems

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

### Front-end development

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

## EXPERIENCE

### Product Designer, Global App Testing

DEC 2020 — NOW

I design a SaaS platform offering crowd-sourced QA testing. My responsibilities include:

- Working in a continuous discovery cycle with my product trio, conducting customer interviews and research, exploring the problem space, and leading solutions design
- Monitoring the impact of my designs to ensure problems are solved effectively
- Maintaining and enhancing our design system. This has included a full redesign project

When I first joined, I was responsible for designing an MVP for the SaaS platform where I:

- Conducted research and collaborated with multiple different teams to create the MVP
- Used qualitative research data and user data from Metabase to iterate on the MVP, identifying and designing solutions to customer problems to create a saleable product

### Product Designer, Green Power Monitor

SEP — DEC 2020

- Led the UX and visual design of a market-leading energy monitoring platform to allow customers to track the performance of their renewable energy systems
- Worked with product owners and energy experts to translate complex information into an engaging, highly visual UI. I was the sole designer for 3 engineering teams

### Product Designer and Co-Creator, MealsUp iOS App

FEB 2017 — NOW

Co-created and designed a [meal-scheduling app](#) with over 15,000 users and an App Store rating of 4.8

"This app is the embodiment of doing something simple very well..." Review, Apr 2022

### Senior UX Designer, KPMG LLP

OCT 2015 — AUG 2020

- Collaborated with data and engineering teams to design and implement [dashboard solutions](#) to enable our clients to improve their customers' experience based on data
- Designed the dashboard platform (including data visualisations) and also coded the front-end of bespoke dashboards for clients such as EasyJet and British Gas
- Mentored junior designers who were part of the KPMG graduate scheme

### Legal Executive, Gordons LLP & Squire Patton Boggs

JUL 2011 — SEP 2015

Worked in the legal industry, specialising in banking law, following my law degree

## TOOLS

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

## EDUCATION

Professional Diploma  
UX Design  
UX DESIGN  
INSTITUTE, 2019

Legal Practice  
Course (Distinction)  
BPP UNIVERSITY,  
2011

Law Degree (2.1)  
UNIVERSITY OF  
LEEDS, 2010