

Danielle Parkinson

User Experience | Product Designer

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With over 4 years' experience in the end-to-end design of user-centered digital products, I craft experiences which are intuitive, elegant and visually compelling. I am passionate about innovative and solutions-focused design that solves real problems and delivers true value and a meaningful user experience. I have significant experience designing and coding highly optimised, cross-platform B2B products, alongside mobile app design.

SKILLS & EXPERIENCE

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

END-TO-END UX DESIGN ▶ I translate concepts and ideas into innovative and intuitive designs. I iterate through mock-ups, low and high-fidelity wireframes to polished, clickable prototypes, seeking stakeholder feedback to test design solutions to user pain points

PRODUCT DESIGN ▶ I work cross-functionally with the product and engineering teams to design the UX and UI of product features, new components and modules

UX/UI PROJECT LEAD ▶ I am the UX contact throughout all project phases and work closely with stakeholders and the engineering team

UI & INTERACTION DESIGN ▶ I design and build micro-interactions and UI, including high-impact data visualisations

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

RESPONSIVE WEB DEVELOPMENT ▶ I code the front-end on client projects, following Agile workflows. This experience informs my design process, allowing me to create technically-feasible designs which can be implemented within project timelines

DESIGN

- ▶ Sketch
- ▶ Figma
- ▶ Zeplin
- ▶ InVision
- ▶ Adobe Creative Suite
- ▶ Affinity Designer
- ▶ Balsamiq
- ▶ FlowMapp

FRONT-END

- ▶ HTML
- ▶ Bootstrap
- ▶ CSS, LESS, Sass
- ▶ jQuery
- ▶ Basic JavaScript
- ▶ Visual Studio, VS Code
- ▶ JIRA

EDUCATION

- ▶ Legal Practice Course Distinction
BPP University
2010 - 2011
- ▶ Law: 2.1 Hons
University of Leeds
2007 - 2010

ACTIVITIES



SENIOR UX/UI DESIGNER, KPMG

Oct 2015 - present

Design 'voice of the customer' [dashboards](#) to help insight experts and managers 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.

PRODUCT DESIGNER, MEALSUP IOS APP

Feb 2017 - present

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.

LEGAL EXECUTIVE, GORDONS LLP | SQUIRE PATTON BOGGS

Jul 2011 - Sep 2015

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