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 ‣ collaborate with product managers and stakeholders to scope user requirements and create user stories, user flows and sitemaps

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

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

UX PROJECT LEAD ‣ UX contact throughout all project phases, working closely with stakeholders and the development team

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

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

RESPONSIVE WEB DEVELOPMENT ‣ 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

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.

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