Danielle Parkinson

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I'm a Product & UX Designer with 5 years' experience in the end-to-end design of user-centered digital products. I craft intuitive, elegant and visually compelling experiences 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 SaaS software for professional users.

KEY SKILLS

PRODUCT DESIGN
With 5 years' experience in designing SaaS products and iOS apps, I work cross-functionally with product and engineering teams from ideation to implementation to design the UX and UI of product features and components

END-TO-END DESIGN
I am adept at translating business requirements into intuitive and functional designs, iterating through concept mock-ups, low and high-fidelity wireframes to polished, clickable prototypes

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

UX/UI PROJECT LEAD
I have experience of working as the lead designer and UX contact on client projects, collaborating 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 have experience in building and maintaining design systems and style guides

FRONT-END DEVELOPMENT
My coding knowledge 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
Storybook
JIRA

HTML
Bootstrap
CSS, LESS, Sass
jQuery
JavaScript

EXPERIENCE & EDUCATION

GreenPowerMonitor
Present

PRODUCT & UX / UI DESIGNER
- As the sole designer for 3 teams of developers, I am responsible for leading the UX and visual design of a renewable energy monitoring product.
- I work closely with product owners to design new widgets and product features which meet user needs, resolve pain points and deliver a highly usable and compelling experience.
- My role also includes ensuring design and UX is fully embedded in the product development cycle and maintaining alignment between teams on the prioritisation of new features and product designs.

KPMG LLP
Oct 2015 – Aug 2020

SENIOR UX DESIGNER
- As part of a small team I developed the UX and visual design of a B2B 'voice of the customer' dashboard product.
- On client projects, I worked with a cross-functional team to design from scratch and implement bespoke dashboard solutions with over 40,000 unique logins per month.

MealsUp iOS App
Feb 2017 – present

PRODUCT DESIGNER
I was a co-founder and the sole designer for meal-scheduling app MealsUp, which has over 14,000 users and a 4.7 star rating on the App Store.

Gordons LLP & Squire Patton Boggs
Jul 2011 – Sep 2015

LEGAL EXECUTIVE
I developed effective organisational skills, resilience and highly creative thinking.

BPP University & University of Leeds
2007 – 2011

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