




# DAN BISHOP

15 years of experience, most recently as a freelance product designer and researcher in senior practitioner and lead capacities.

 [My portfolio](#)

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 [Linkedin profile](#)

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## EXPERIENCE

### Product design

- Expertise in designing products and services across apps, web and offline touch-points.
- Translating business & product strategies into compelling design strategies.
- Conducting research across the project lifecycle to discover value & optimise experiences.
- Defining UX architecture for early-stage start-ups to large-scale products.

### Leadership & ops

- Led design & research teams across product functions
- Assembled design teams for start-ups and established organisations
- Defined and embedded approaches for varied design maturities

## EDUCATION

BSc Hons Computer Studies  
**Southampton Solent University**  
(1999)

## CAREER HISTORY

### Recent freelance roles

#### Senior UX Product Designer, **Toyota**, Feb 23 - Oct 23

Contributing to the product vision for Toyota and Lexus driver companion app. And evolution of the in-market app for the North American region.

#### Design & Research Lead, **Climate Policy Radar**, May 22 - Feb 23

Evolution of AI-powered climate policy discovery tool from alpha to beta for public launch.

- Incorporated experience design methods into project approach.
- Improvements to key user journeys.
- Led and mentored team in a continuous user engagement approach to product development.

#### Lead Product Designer, **bp**, Oct 21 - May 22

Creation of a new tool that improves the planning and design of future well-bores by improving data analysis techniques and global team collaboration.

#### Design & Research Lead, **Claro Wellbeing**, May 20 - Oct 21

Creation of a new financial coaching & investment service from initial value proposition to beta & launch.

- Established design & research capability: adaptable design process for a startup and assembled a small design team.
- Definition of service offering to scale to a purely digital service.
- Launch of a personal finance app that included: coaching service, goal setting and finance product capabilities.
- Launch of a B2B SaaS-based employee benefits platform.

#### Lead UX Designer, **Aioi Nissay Dowa Europe**, Jun 18 - Jul 19

- Evolution of telematics insurance proposition & customer experience offering.
- Discovery research and visioning of fleet management product suite.
- Contributing to digital product process for creation and optimisation.

To view all freelance contracts please visit [my linkedin profile](#)

### Early career

#### Experience Lead, **Which?**, May 2013 - Jun 2014

Led experience design teams for the consumer rights and new business divisions of Which?.

#### Experience Lead, **Telegraph Media Group**, 2011 - May 2013

Assembled and led a new experience design team across commercial, editorial and mobile product teams.

#### User Experience Architect, **BAE Systems**, 2003 - 2009

Transitioning from Front-end Developer to UX Designer - working for varied clients across all project phases for this global business consultancy.