



# DAN BISHOP

15 years experience creating and optimising products and services across mobile, web and offline to create value and efficiency.

 [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 and product visions into compelling design strategies
- Conducting research across the project lifecycle to discover value and optimise experiences
- Defining UX architecture for early-stage start-ups to large-scale products

### Leadership and ops

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

## EDUCATION

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

## CAREER HISTORY

### Freelance Experience Design Consultant, 2015 - Current

Working as an Experience Lead and Senior Product Designer for clients in Automotive, Banking, Fintech, Healthcare, Insurance and Media.

Recent engagements:

**Senior Product Designer, Toyota** - contributing to the product vision for the Toyota and Lexus driver companion app and redesigning the in-market app for the North American region.

**Experience Lead, Climate Policy Radar** (climate policy start-up) - evolving an AI-powered climate policy discovery tool from alpha to beta launch. Incorporating experience design methods into an existing product development approach and mentoring the team in conducting continuous user engagement.

**Lead Product Designer, bp** - creating a new tool to improve the planning and design of future wells through effective data analysis and team collaboration.

**Design and Research Lead, Claro Wellbeing** - creating a new financial coaching and investment service from initial value proposition through to beta launch. Establishing a design and research capability and managing a small design team to define an experience vision for a multi-channel wellbeing service. To then launch:

- A personal finance app that includes a coaching service, goal setting and finance product access
- A B2B SaaS-based employee benefits platform

All freelance roles can be viewed on [my linkedin profile](#)

### Early career

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

Leading experience design teams for the consumer rights and new business divisions of Which? Consumer Association. Key projects:

- Creation of Which? Trusted Trader service
- Evolution of consumer rights and campaigning platform
- Creation of Which? Mortgage Advisors service

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

Established and managed a new experience design team to work across the media organisation. Key projects:

- Creation of a multi-platform digital edition product offering
- Introduction of digital subscription paywall
- Creating 2012 London Olympics coverage microsite

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

Transitioning from UI Developer to UX Designer, working for a varied client base across this global business consultancy.