



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.

Lead Product Designer, Climate Policy Radar

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.

Founding Designer, 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 launch:

- A personal finance app that includes a coaching service, goal setting and finance product access
- A B2B SaaS 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 Front End Development to UX Design, working for a varied client base across this global business consultancy.