


DAN BISHOP

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

 [My portfolio](#)

 daniel_bishop2@yahoo.co.uk

 [Linkedin profile](#)

 07787 416262

EXPERIENCE

Product design

- Expertise in designing products and services across apps, web and offline touch-points
- Translating business & product visions 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

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

EDUCATION

BSc Hons Computer Studies

Southampton Solent University
(1999)

CAREER HISTORY

I have most recently worked as a freelance product designer and researcher in senior practitioner and lead capacities.

Recent freelance roles

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

Contributing to the product vision for Toyota and Lexus driver companion app. And re-design 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
- Led and mentored team in a continuous user engagement approach to product development
- Improvements to key user journeys

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

Creation of a new tool to improve the planning and design of future wells by improving 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 then launch.

- Established design & research capability: assembling a small design team and adaptable design process for a startup
- Experience vision creation for a multi-channel coaching 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 multi-channel service offering
- Experience vision creation of a fleet management product suite
- Implementation of a design system for a suite of insurance products

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 Consumer Association.

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

Assembled and supported a new experience design team to work across the media organisation. Key project was the creation of a multi-platform digital edition product across apps and web.

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.