

# DANNY TAYLOR

UX / UI / INDUSTRIAL DESIGNER



## CONTACT

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## EXPERIENCE

### Kaisa (formerly Freespee)

June 2022

#### Senior UX/UI Designer

Recently completed a rebrand of the company. The Kaisa platform is a data-rich SaaS product that is used by automotive OEMs and marketplaces to orchestrate their customer experience. As part of the rebrand efforts, I wrote the majority of the frontend code, as well as created a new design library from scratch using modern Figma best-practises.

### Cytiva

September 2020 - June 2022

#### Senior UX/UI Designer

Working as a UX designer in an agile team developing lab instruments and accompanying software. I'm part of a diverse and talented department of UX/UI designers and researchers working to ensure ease-of-use for complex life sciences instrumentation, such as the ÄKTA range.

### Husqvarna Group

Consultant via Berge AB

April 2019 - June 2020

#### Senior UX/UI and HMI Designer

Working from the Global Design Centre, I work within a small and close-knit team of UI, UX and HMI designers helping to create the interfaces of all of Husqvarna's products. This includes everything from the HMI of a chainsaw to the UI of an Apple Watch app. All of this is carried out whilst maintaining complex organisational and user relationships.

### DTID

January 2011 - May 2019

#### Founder

DTID represents my freelance work. I have had the privilege of working with lots of clients across a broad spectrum, such as kitchen utensils, consumer handheld electronics, audio equipment, drones and FMCG. I have also been able to provide ancillary services through the company including web and graphic design. I managed VAT and financial accounts myself.

### We Are Nova

May 2018 - December 2018

#### Lead Designer

My last permanent role in the UK, I was employed to oversee the projects of a team of around 10 10 engineers. As well as being hands-on with the design of a number of MedTech products, I also coached junior staff and conducted planning sessions with stakeholders and managers, and was responsible for growing the team.

### Autonomous Flight

March 2017 - April 2018

#### Lead Designer

I headed the small team that designed Britain's first passenger-carrying drone, and was responsible for all design output. This included the drone exterior and interior, as well as accompanying website and all presentations and investor material. I spearheaded the adoption of agile practises, and acted as the administrator for Jira. The recruitment and finances were also handled by me.

### Black Kite Technology

March 2014 - March 2017

#### Industrial Designer

Designing complex military flight simulators in a small team. We designed and prototyped complex mechanical instruments in-house. I was also responsible for selecting and liaising with external manufacturers and suppliers. Frequent progress reports and presentations were given to, and it stakeholders and product managers. I also designed the documentation that accompanied the simulator and respective software. I was exposed to many different manufacturing methods in this role, including injection moulding, die-casting, extrusion, fibreglass and lost-wax casting.

### Jedco

January 2012 - October 2012

#### Junior Design Engineer

My time at Jedco was a fascinating insight into the workings of a full design consultancy. It was here that I saw my first mass-produced product hit the shelves.

## REFERENCES

### Romain Poilleux

Black Kite Technology

"Danny is incredibly resourceful and has a considerable range of skills – impressively demonstrated by designing an entire flight simulator from scratch, on his own. On top of this, aesthetics is always at the heart of Danny's designs, marrying functionality with style. From the perspective of working with Danny, he is a very friendly person, who is able to create a good atmosphere in the office and whose sense of humour is appreciated by all. It has been an absolute pleasure to work with him these past three years."

### Dan Maison

Mobile Angel

"Danny is a highly talented and professional individual who goes the extra mile to deliver aesthetic design. He delivers work on brief and always on time. I am very happy with Danny's work he has done for Mobile Angel and look forward to working with him more in the future."