Damian Walsh

PRODUCT/INTERACTION DESIGNER BASED IN MANCHESTER, UK

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SUMMARY

I approach problem-solving methodically, developing useful solutions by understanding user needs and behaviours, as well as business objectives and technology. I believe in the value of craftsmanship that goes into creating best-in-class digital experiences and am happiest working as an individual contributor in roles where I can focus on delivering polished outputs that contribute to the success of the teams I work with.

SKILLS

User research
Understanding users goals and pain points using a range of methods including surveys, usability testing, competitor analysis and journey analytics to generate actionable insights.

Interaction design
Collaborating with product, content, engineering and other stakeholders as part of an iterative design process, crafting experiences that resonate with users and deliver value.

Experimentation and testing
Developing hypotheses based on observations and measuring the impact of experiments on success metrics through intent tests, A/B testing and conversion rate optimisation (CRO).

EXPERIENCE

JUL 2023 - PRESENT

Freelance
Independent design consulting with a focus on visual design, interaction design, prototyping, and design systems. I can help design new products and features, develop brand assets and marketing content, or improve existing web and native app experiences.

MAY 2023 - JUL 2023

Made Tech
Public sector technology delivery experts.

Senior Designer
As a senior-level individual contributor at the Met Office, I worked as part of an agile development team focused on developing consumer-facing native iOS and Android apps that adhere to Government Digital Service (GDS) standards. The team's main goal was improving weather forecast features, helping users make better decisions to stay safe and thrive.

Achievements
- Championed design systems and helped the team transition from Sketch. Established the foundations of a themeable design system for native apps in Figma.

MAR 2021 - MAY 2023

Career break
Time spent focusing on personal goals, health and well-being.

NOV 2015 - MAR 2021

Booking.com
The world's leading provider of online travel and related services.

Lead Designer
Responsible for design across the Peace of Mind product group. My role involved influencing, communicating and delivering design efforts aligned with the group's mission to provide customers and partners with clear and simple insurance alongside involvement in wider design team initiatives.

Achievements
- Researched, designed and tested features including an improved product detail page offering customers clearer information.
- Contributed towards improving team culture through facilitation and participation in co-design activities and by securing sponsorship and coordinating events.
- Developed a tool to help teams identify ways of conducting user research and successfully made a case to extend licensing agreements of research tooling.
- Increased consistency and reuse of components across the customer journey and created documentation reducing compliance risk and time to onboard contributors.

Senior Designer
Senior-level individual contributor across several Customer Service product teams. Designed new Help Centre and Live Chat features and improved transparency of information through the booking funnel achieving reductions in contact and cancellation.

DEC 2008 - NOV 2015

Freelance
Independent freelance and contract design for various brands including BBC, Channel 4 and Tesco. Engagements ranged from developing prototypes and conducting user research to UI design and front-end development of responsive websites.

DEC 2001 - DEC 2008

IG
A global leader in online trading and investments.

Head of Design
Managed team responsible for UI and interaction design of award-winning online trading platforms. Established consistent visual design across a range of brands and products.

Senior Designer
Assembled a cross-functional design team during a period of rapid company growth. Delivered localised marketing websites and campaign assets supporting international expansion.

Web Designer
Part of the web team responsible for delivering financial and sports spread betting products during the period when the business began processing the majority of transactions online.

AUG 2001 - DEC 2001

Tactical Marketing Group
Integrated marketing services for well-known brands.

Contract Web Designer
Designed marketing campaign websites and interactive games for clients including GlaxoSmithKline and Virgin Atlantic.

JUN 2000 - AUG 2001

Future plc
Specialist media publisher.

Online Editor
Responsible for developing website features, creating/sourcing content and engaging with audiences through online channels.

NOV 1998 - JUN 2000

Auto Trader Group plc
UK and Ireland's largest digital automotive marketplace.

Web Designer
Website and online marketing campaign design and production.

VOLUNTEERING

NOV 2015 - MAR 2021

Northern User Experience (NUX)
Organising committee member
A not-for-profit organisation run by volunteers which organises regular events across the North of England that attract high-profile speakers and up to 600 delegates in attendance.

EDUCATION

1995 - 1998

University of Plymouth
BA (Hons) Media Arts, Communication and Media Studies
Developed critical thinking and practical skills across digital, moving images and photography.