I care about *ethical*, human-centered design.

I am a User Centered Designer who has delivered products and services in both the private and public sectors. I have improved usability and conversion rate for ecommerce websites and have designed public facing Government services that are fit for the future.

Daniel Guy

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07722 195 565

Experience

MAY 2020 — PRESENT

Ministry of Justice: Nottingham, UK — Interaction Designer

- Design, build and iterate prototypes for usability testing in code using the GOV.UK prototyping kit
- Create user flows and flowcharts for communicating with developers
- Run ideation sessions and stakeholder engagement workshops
- Design components and patterns for MoJ front end
- Started a GOV.UK design ethics community of practice

JANUARY 2018 — APRIL 2020

CEWE: Leamington Spa, UK — UX Designer

- Improved usability of website through conducting usability testing and depth interviews
- Increased Conversion Rate using A/B tests and heat maps
- United team around UX goals by delivering workshops and presentations
- Supplied user flows and wireframes to dev team for implementation
- Developed a modular design system using HTML and CSS
- Supported marketing team with web assets and print work
- Directed product photo shoots to clearly communicate product features

JANUARY 2017 — DECEMBER 2017

Freelance Designer: Melbourne, AU — Graphic Designer

- Designed and built emails for the EDM team at The Just Group
- Designer website using Odoo as an ecommerce platform for Korb
- Produced three product brochures as well as other assets for Korb
- Designed ways to communicate vast amounts of data for Korb

MARCH 2016 — OCTOBER 2016

Attitude Design: Nottingham, UK — Junior Designer

- Delivered brand identity, marketing and web design artwork
- Worked on all stages of projects for conception to finishing artwork
- Participated in brainstorming sessions and workshops with clients

Courses

Interaction design foundation

- UX Management: Strategy and Tactics
- Psychology and Web Design: The Ultimate Guide
- Human-Computer Interaction - HCI

Treehouse

- Front End Web Development
- Ethical Design
- Web design

Education

JULY 2018 — JANUARY 2019

Professional Diploma: UX Design

UX Design Institute /
Glasgow Caledonian University

OCTOBER 2009 — JULY 2012

Bachelor of Music: Music Performance

University of West London

SEPTEMBER 2006 — 2008 JULY

BTEC National Diploma: Fine Art

Solihull Sixth Form College

Skills

Design:

Interaction Design, Wireframing, Prototyping, User Flows, Information Architecture

Research:

Usability Testing, Depth Interviews, Online Surveys, Analytics, Competitive Benchmarking

Front end:

HTML, CSS, JavaScript