

Danny Hope

Interaction Designer

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User centred design leader with over 20 years experience creating digital products. I've developed a breadth of skills for delivering the best possible user experience – from interaction design to product strategy. I bring passion and critical thinking. I'm also known for founding and curating UX Brighton.

Experience

Attendance Allowance (DWP service)

- provided code-based prototypes for research
- facilitated collaboration between multiple roles to redesign a legacy service from the ground up
- proposed design approaches to meet user needs within the constraints of government policy

Digital Engagement Platform (GOV.UK's chat interface)

- identified key chat interface design patterns
- created clickable prototypes for user research
- established design principles to guide the evolution of chat interfaces as they're applied across GOV.UK

UK Trade Info (official UK government trade statistics)

- ran workshops to identify key user needs
- designed interfaces for querying big data
- made contributions to information architecture
- ensured consistent application of UI standards

Change Grow Live (housing charity)

- coached a marketing team in use of user centred design approaches
- conducted Top Tasks Analysis to prioritise (in a statistically defensible way) an exhaustive set of user tasks
- created an extensive playbook for the long term management of the service

UX Design lead at Rakuten Marketing (ad platform)

- instilled user-centred product management practices such as theme-based roadmapping, managing user needs as opposed to features
- lead the creation of standards to which new work must adhere to be called done
- carried out many UX tasks including user journey mapping,

Skills

Design

Code-based prototyping
Interaction Design
Information Architecture
Paper prototyping
Visual Design
Service Mapping
Figma, Sketch etc.

Research

User Research
Usability testing
User journey maps/service blueprints
Heuristic Evaluation
Stakeholder interviews

Analysis/Strategy

System analysis
Service blueprinting
Analytics review
UX strategy
HEART-GSM/Analytics/Metrics/KPI workshops
Job to be Done/Top Task analysis
User Story Mapping
Discovery workshops

Management

Lean, Scrum/Kanban, Double Diamond
Working Backwards AKA
Theme-based Roadmapping

contextual enquiry, usability testing

- trained a number of full-time staff in UX basics

Freybors (food startup)

- applied Lean Startup-based principles to identify risks and test key assumptions
- designed interactions for a novel group buying app
- lead the team using first Scrum, then Kanban methods

York Instruments (brain imaging startup)

- conducted contextual user research with highly specialised medical practitioners
- ran extensive ideation and codesign sessions
- worked with developers to create a highly innovative cross-platform interface
- Created a design system including many unique interaction needs. This work led to this hardware startup pivoting to become a medical software provider

Other clients include **WHSmith, Gumtree, Sanyo, V&A Museum, the Museum of London.**

Academic involvement

Associate Tutor, University of Sussex

PGCert in Web Development
Taught usability and rapid prototyping methods.

Invited speaker

New Design University Management by Design program
University of Brighton User Experience Design
University of Sussex Interaction Design

Testimonials

Danny has a wealth of knowledge around UX and has helped to significantly up-skill my colleagues and I. We now have the tools and resources we need to ensure our website is user-focused. He is extremely passionate about what he does and really invested in us as a client.

Abi Cox, Digital marketing lead and digital product owner at Change Grow Live

I'm left with no doubt whatsoever that Danny has done a sterling job and delivered more than what was required in the project proposal. ...Thanks for all the hard work, I really appreciate it and I've enjoyed the bits of the project where I worked with you!

Harry Brignull, Project Lead for a taxonomy project with Gumtree

Product management

Collaborated with copywriters, visual designers, stakeholders

Standards development

Kaizen