

Dan Humpherson

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SUMMARY

A seasoned and affable solution leader, I bring a proven ability to communicate effectively with customers, colleagues, and stakeholders at all levels, earning credibility through my actions and results. I excel as a collaborative team player, capable of delivering innovative solutions even in complex, fast-paced, or less-than-ideal conditions.

My enthusiasm for achieving exceptional outcomes is matched by a meticulous attention to detail, ensuring that no aspect of a project is overlooked. With strong emotional intelligence, I build trusted relationships and foster a supportive, high-performance culture, whether working independently or leading cross-functional and remote teams.

I thrive in both independent roles and team-driven environments, consistently meeting tight deadlines and delivering results. My ability to manage global teams, including close collaboration with remote teams, is underpinned by a flexible and adaptable approach.

As a lifelong learner, I am committed to continually broadening my knowledge and skillset to stay at the forefront of evolving technologies and business challenges.

Happiest when empowered to lead under my own direction, I am fully confident in providing strategic solutions that align with business goals, while also leveraging support when necessary to ensure optimal outcomes.

EXPERIENCE

Feb 2022 – Feb 2024
2 years

Solution Director (Experience Design)

Kerv Digital – Birmingham (previously cloudThing Limited)

Kerv Digital is a part of Kerv group, specialising in Cloud and Digital Transformation Services through six different practices. Kerv Digital focuses on Digital Transformation, Microsoft Dynamics and the Power Platform.

As Solution Director - Experience Design, I transitioned from a hands-on UX leadership role to a more strategic focus, shaping the overall UX and business analysis strategy while remaining involved in key responsibilities from my previous position as Head of UX. I led and managed the Experience Design and Business Analysis teams, ensuring alignment with company growth objectives. Additionally, I drove the adoption of GDS standards for public sector projects, championing user-centred design and facilitating high-level stakeholder workshops to balance user needs with business and technical goals.

Leadership & Strategy

- Transitioned from the Head of UX to a more strategic, leadership-oriented focus, while still maintaining many responsibilities typically associated with the role of Head of UX
 - Please refer to 'Head of UX (July 2018 - May 2021) cloudThing' below
- Member of the Senior Management team, attending monthly board meetings, reporting on KPIs and team progress aligned with overarching business objectives
- Mentoring and guidance to newly promoted Heads of Department (Head of UX and Head of BA)
- Defined and executed the overall UX and business analysis strategy, ensuring alignment with business growth objectives and customer experience goals

- Facilitated high-level workshops that reconciled diverse stakeholder priorities, driving consensus on UX strategies that balanced user needs, business objectives, and technical feasibility
- Championed user-centred design at the executive level, shaping long-term product roadmaps and ensuring that UX principles guided decision-making across the organisation
- Assured all public sector digital services, adhering to the Government Digital Service (GDS) standards, aligning user experience design with the GDS Service Standard
- Led the adoption of the GOV.UK Design System, ensuring the consistent use of established patterns and components across public sector projects, accelerating public sector delivery while maintaining high standards of accessibility and usability

Team Leadership & Development

- Leadership and line management of the Experience Design Team (XD), team comprised of both User Experience and Business Analysis
- Formed the Business Analysis team, centralising previously independent, disparate colleagues into a cohesive unit with a dedicated lead
- Implementing the use of reusable assets within the XD team, leveraging prior work, especially in the public sector, to accelerate new projects
- Built and nurtured a high-performing, multidisciplinary design and business analysis team, fostering a culture of innovation, collaboration, and continuous learning
- Facilitated cross-departmental collaboration to align design, product, development, sales, and marketing teams for cohesive outcomes
- Mentored teams on the application of GDS design patterns and encouraged best practices around user-centred design for public sector services

Technical & Operational Responsibilities

- Providing technical assurance and championing user and non-functional requirements within technical teams
- Assisting with the creation and formulation of technical roadmaps to align UX and technical strategies
- Writing agile user stories, acceptance criteria, and approach to facilitate effective development workflows
- Aiding with planning and pre-planning by producing prototypes, mockups, and associated documentation to engage delivery teams and help accurately estimate user stories
- Led the integration of UX research and data analytics into the design process, ensuring data-driven decisions that enhance user engagement and product performance
- Collaborated with delivery teams to integrate GDS accessibility principles, conducting regular accessibility audits to ensure compliance with WCAG 2.1 AA standards.

Jul 2013 – Feb 2022
8 years

Head of UX (July 2018 - May 2021) **cloudThing – Birmingham**

After 5 years building out the UX function at cloudThing I was promoted to Head of UX to lead and manage the design team, providing mentorship, goal setting, and developing skills to ensure high-quality delivery. I evolved design practices to align with business and customer needs, managed stakeholder expectations around user-centred design processes, and contributed to pre-sales activities. I also facilitated client discovery workshops, translated requirements into user journeys, and worked closely with delivery teams to ensure design and development were aligned throughout the project lifecycle. Additionally, I promoted design best practices to colleagues and

clients.

- Day-to-day management of the team, guiding, inspiring, providing feedback, setting career goals and targets
- Line managing several direct reports. developing their skills, expertise and working practices as well as supporting them in delivering their daily responsibilities
- Ensuring that the design practice at cloudThing is continuously evolving to meet the needs of the business, our customers and users
- Manage the expectations of stakeholders (internal/external) to enable them to understand the need for robust user-centred design processes, including design thinking, research, and testing
- Contribution to pre-sales activities, helping shape and influence bid/tender responses to promote the importance of user centred design in the formulation of solution designs
- Leading and facilitating discovery workshops with new and existing clients, accommodating divergent views and differing priorities
- Assisting with the translation of requirements into user journeys, wireframes, prototypes and user stories that lead to intuitive and engaging user experiences
- In depth knowledge of the GOV.UK Design System (GDS), working on multiple public sector projects that mandate the use of this systems, its components, patterns and practices - as well as approach to designing services for the public
- Education and guidance on accessibility, inclusive design - upskilling and providing knowledge and guidance to our internal teams (Solutions, Development and Design)
- Working closely with delivery teams and design team members to ensure the design and development vision is aligned with the user experience throughout the project life cycle
- Promote and evangelise the good practice of the design team with partners, third-parties and prospective customers

UX Developer (Jul 2013 - Jul 2018)

cloudThing – Birmingham

In this role, I designed and developed accessible and responsive user interfaces using HTML, CSS, Javascript (React, NextJS, Aurelia, Knockout, Backbone), rapidly prototyped solutions, and ensured design alignment with user experience goals. I contributed to solving design problems, assured the technical feasibility of UX/UI designs, and wrote test-driven, high-quality code while supporting cross-browser/device testing and knowledge sharing within the team.

- Building accessible and performant responsive interfaces across multiple devices and browsers
- Developing and implementing user interface components using react concepts and libraries (styled-components, emotion, storybook)
- Generating prototypes and proof of concepts rapidly to shape estimates and accelerate development
- Working closely with project teams to ensure the design and development is aligned with the user experience, including contributing to the development (in code) of those experiences
- Identifying design problems, asking intelligent questions to devise elegant solutions
- Assuring the technical feasibility of UX/UI designs and providing advice on how best to achieve the desired user experience
- Writing quality test-driven code, using modern frameworks and development techniques
- Assisting with the creation of automated tests, and carry out cross-browser/device and accessibility testing

- Sharing your knowledge and experience with your team and with the wider organisation

➤ **Kerv** acquired cloudThing in May 2021, cloudThing continued to operate under the new business name of Kerv Digital, part of Kerv Group. As part of this transition I was promoted to Solution Director, taking on responsibility for the UX and BA function within the business as well as joining the senior management board.

Jan 2012 – Jul 2013
1.5 years

Senior Designer

Love Clean Streets – Remote (Birmingham)

As Senior Designer for Love Clean Streets, I focused on updating the brand and user experience to support the rapid expansion of a white-label environmental reporting app. I played a key role in designing mobile and web applications, ensuring they were user-friendly and accessible across multiple platforms, including being one of the first apps in the Windows 8 store.

- Updated the Love Clean Streets brand, enhancing the look and feel, user experience (UX) and reporting process
 - Designed visually compelling and user-friendly interfaces for both web and mobile applications
 - Developed design processes to support the rapid deployment of the white-label product across UK local authorities
 - Collaborated closely with developers to ensure seamless integration of design elements across platforms
 - Conducted user research and usability testing to refine designs based on real-world feedback and improve overall user experience
 - Developed wireframes, prototypes, and high-fidelity mockups to communicate design ideas clearly to stakeholders and development teams
 - Ensured design consistency across various platforms, devices, and product iterations, maintaining a cohesive brand experience
 - Contributed to Love Clean Streets becoming one of the first apps in the Windows 8 app store in October 2012 (Design and Development)
 - Involved in the app's sponsorship during the London 2012 Summer Olympics, in partnership with Procter & Gamble
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Dec 2009 – Dec 2011
2 years

Head of UX - Learning Applications Development Team

Capita IT Services – Telford

As Head of UX, I balanced leading a small team with hands-on design responsibilities, focusing on creating user-friendly and accessible solutions. I collaborated closely with developers and product managers to ensure seamless implementation, while ensuring that new products adhered to established design standards. Additionally, I customised SharePoint components and optimised digital assets to enhance the overall user experience.

- Act as a working team lead, splitting your time between managing team members and actively contributing to design projects
- Create wireframes, prototypes, and final designs, ensuring that products are intuitive, accessible, and align with user needs and business goals
- Supported my team by offering feedback and helping solve design challenges
- Worked closely with product managers and developers to ensure smooth handoff and implementation
- Ensure that designs are consistent across all products and platforms, helping maintain a simple design system that the team can easily follow. Champion

- user-centred design principles within the product team, ensuring the end-user experience is always a priority
- Working with cross-functional teams, including developers and product managers, to bring designs to life
- Strong communication skills, both in presenting design ideas and gathering feedback from stakeholders
- Creative and pragmatic approach to solving design challenges
- Built and designed applications in-house, either on top of SharePoint or integrated with SharePoint via APIs, using it as the backend database
- Created custom SharePoint master pages, producing graphics, icons, and digital assets optimised for the web
- Designed and developed components such as student/teacher timetables, attendance registers, and student assessment data visualisations as SharePoint Web Parts
- Built custom navigation and menu components for SharePoint MySites using SilverLight

Feb 2007 – Dec 2009
2.9 years

UI/UX Designer (Jul 2008 - Dec 2009) **Synetrix/i2Q – Telford**

My first UX role, which I transitioned into after my design skills were recognized from activities I was involved in outside of work, I assisted the head of design in creating visual concepts for web applications. I developed responsive layouts for various devices and designed interactive UI components, ensuring accessibility and inclusivity. I worked on wireframes, user flows, and prototypes to map out user journeys and improve application structure.

I collaborated closely with front-end developers to ensure accurate implementation of designs and contributed to design reviews with constructive feedback. I maintained consistency across all designs by adhering to brand guidelines and visual standards. Additionally, I supported the marketing team by creating promotional materials and conducted basic usability testing to refine designs based on user feedback.

- Assisted the head of design in creating visual concepts and designs for web applications
- Created responsive layouts optimised for various devices and screen sizes (e.g., desktops, tablets, smartphones)
- Designed interactive UI components such as buttons, forms, and modal dialogs with accessibility in mind
- Created wireframes, user flows, and low-fidelity prototypes to outline application structures and user journeys
- Utilised "design-time" data to produce realistic and accurate prototypes for client and internal reviews
- Developed user interfaces adhering to accessibility standards (e.g., WCAG), ensuring inclusivity (externally assessed by third-party audits)
- Collaborated with front-end developers to ensure design mockups were correctly implemented in production
- Participated in design reviews and contributed constructive feedback to improve team deliverables
- Ensured consistency across designs by following brand guidelines and maintaining visual coherence across platforms.
- Applied knowledge of colour theory, typography, and layout principles to create visually appealing and user-friendly interfaces
- Supported marketing teams by designing promotional materials, banners, and brochures as needed

- Conducted basic usability testing and gathered feedback to refine designs based on user interactions and business goals
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Schools Software Support (Feb 2007 - Jul 2008)

Synetrix/i2Q – Telford

Comprehensive 1st, 2nd, and 3rd line support for web-based educational products, assisting users through various channels and delivering on-site training to large audiences. I collaborated with development teams to enhance software functionality, offered personalised consultations for schools, and contributed to the creation of user guides and training materials. Additionally, I engaged with the educational community through events and open-source projects, fostering trust and collaboration within the sector.

- Provided 1st, 2nd, and occasional 3rd line support for web-based products, including i2Report Writer, Moodle and SharePoint
 - Assisted users with support queries via phone, email, and in-person
 - Visited secondary schools to deliver on-site support, conduct training sessions and assist in pre-sales activities through product demonstration
 - Offering guidance on integrating software with existing school systems, including student information systems and learning management platforms
 - Collaborated with the development team to test new features and releases, providing feedback based on user experiences and the specific needs of schools.
 - Delivered personalised technical consultations to schools, helping them to customise software solutions to meet their educational and administrative requirements.
 - Developed and designed school report templates for print.
 - Produced design mock-ups and HTML prototypes during the rebranding of i2Report Writer, facilitating budgetary approval for further design and development investment
 - Created and maintained user guides, training materials, and FAQs to empower users and reduce the volume of support tickets
 - Organised events in an Unconference-style format to foster community engagement
 - Designed open-source themes for Moodle, providing support and enhancements both during and outside of work hours
 - Contributed to open-source projects related to Moodle
 - Engaged with online communities and participated in organising in-person events to build trust within education, teaching, and technical communities
- **Capita Group PLC** acquired Synetrix/i2Q in 2009 for £75m, my contract was transferred (TUPE) to Capita IT Services in 2009 and in turn, I was promoted to Head of UX
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Sep 2004 – Feb 2007
2.5 years

IT Technician

Holte Visual & Performing Arts College – Birmingham

I was responsible for ensuring the day-to-day functioning of IT systems, providing both technical support and proactive management of hardware, software, and network infrastructure. Additionally, I played a pivotal role in training staff and managing key systems like the school website and assessment reporting.

- Collaborated with two other technicians and the network manager to ensure smooth IT operations across the school
- Maintained desktop and laptop hardware, as well as network infrastructure
- Oversaw software packaging and deployment
- Managed data backup and recovery processes, including disaster planning for data integrity
- Provided technical support to staff and students, including in-classroom assistance

- Conducted IT training sessions for staff to improve IT proficiency
 - Built and configured servers and workstations
 - Designed and maintained the school's website, internal staff portal (SharePoint), marketing materials, and yearbooks
 - Managed relationship with a third-party provider to produce assessment reports for all year groups
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Jan 2003 – Aug 2004
1.8 years

Web Designer

The Away Company – Birmingham

I combined creative web design with practical office administration and customer service duties. I was responsible for designing user-friendly websites, ensuring content was SEO-optimised, and managing travel bookings for customers.

- Designed visually appealing web pages and layouts to enhance user experience
 - Built responsive HTML/CSS layouts for web-based travel services
 - Optimised content for search engine visibility (SEO)
 - Managed office administration tasks, including booking flights, hotels, cars, and travel insurance
 - Provided customer service support, assisting with travel inquiries and bookings
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Jan 2002 – Dec 2002
1 year

Stockroom Manager

Levi's – Birmingham

Responsible for taking deliveries, managing stock levels, ordering and monitoring stock levels as well as ensuring staff were kept aware of new product lines.

Feb 2001 – Jan 2002
1 year

Stockroom Assistant

Next Retail Limited – Birmingham

Worked in the stockroom receiving deliveries, preparing products for the shop floor, packing returns and ensuring stock could be located efficiently.

SKILLS

- Design scalable, maintainable end-to-end architectures integrating diverse technologies
- Balance technical and business needs for optimal solutions
- Rapidly create functional prototypes aligned with user needs
- Skilled in iterative design and testing with prototyping tools
- Design automated workflows that reduce manual tasks and paper processes
- Expertise in automation for business efficiency
- Collaborate with cross-functional teams to align
- Provide technical guidance throughout the development lifecycle, from design to deployment
- Identify technical challenges early and develop mitigation strategies to keep projects on track
- Collaborate with project managers for timely delivery
- Lead prototyping efforts, iterating quickly based on feedback
- Encourage practices that enhance efficiency and quality
- Communicate complex technical concepts to non-technical stakeholders

- solutions with business goals
 - Bridge technical and strategic stakeholder needs
 - Ensure technical solutions meet regulatory standards (e.g., GDPR, Civil Service Code)
 - Implement secure, compliant systems
 - Experienced in Agile frameworks, managing iterative sprints for feedback and improvement
 - Lead teams through planning, stand-ups, and retrospectives
 - Apply best practices for user-friendly content, even in complex domains
 - Incorporate user research and usability testing feedback into design and content
 - Empower teams to design and deliver solutions with tools, templates, and guidance
 - Design scalable systems to meet business growth and complexity
 - Lead diverse teams across UX, business analysis, development, and testing
 - Align solutions with business objectives, focusing on cost reduction, efficiency, and user satisfaction
 - Facilitate open communication across teams for smooth collaboration
 - Anticipate challenges and proactively mitigate project impacts
 - Guide and support junior team members in prototyping and UX design
 - Foster a culture of continuous learning and improvement
 - Adapt quickly to changing project requirements and business needs
 - Advocate for user-centred solutions that balance business goals
 - Ensure high-quality deliverables, focusing on both big-picture and fine details
 - Engage with stakeholders to address concerns and maintain project confidence
 - Manage competing priorities, delivering critical tasks on time while maintaining quality
 - Influence decisions and negotiate with stakeholders to drive consensus
 - Demonstrate self-awareness, empathy, and resilience in team dynamics and setbacks
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EDUCATION

2000

Hamstead Hall School, Birmingham, UK
9 GCSEs (including Maths, English and Science)

English Literature (A), English Language (B), Maths (C), Science (C / C), French (D), Geography (B), History (E), Food Technology (A)

REFERENCES

Kerv Digital

Fiona Haynes - Executive Assistant
Contact details available on request.

cloudThing

Jason Rousell - Founder & CTO
Contact details available on request.
