John Enderby
Product Designer

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Work Experience

FanDuel / Senior Product Designer
June 2019 → Present

Initial work focused on FanDuel's daily fantasy sports offering incorporating player videos onto the player details view.

I have also worked on our Sportsbook product bringing value where I could and adapting to working with third party engineering teams.

I am now working on the free to play vertical designing an internal admin system for generating free to play games. Our current offering is provided by another third party and the intention of this project is to bring the technology in house, enabling out marketing teams to spin up games as and when required.

xDesign / Head of Design
July 2017 → June 2019

Responsbile for the design team's management, development, workflow, process and resourcing as well as working on projects as a designer and product owner.

Designer on a number of projects including:

• ACE360: a large web project that allows training providers, employers, certification authorities and apprentices track progression through an apprenticeship.

• St Andrews Links Trust's new mobile app (iOS and Android): giving visiting, and local, golfers an interactive experience facilitating their visit to the home of golf.

Adimo / UX and CRO Manager
May 2015 → July 2017

Designed and product managed a suite of shoppable digital marketing touchpoints used across a wide variety of marketing materials including interactive HTML5 display ads, "shoppable" video advertising, and embedded site widgets. Conceptually realised a number of new products to support these touchpoints including a campaign builder, and analytics platform.

Education

Freecodecamp / React & JS
Ongoing

Front and back end web courses

Team Treehouse / HTML, CSS & JS
Ongoing

Front and back end web courses

College of Law / GDL
2009 → 2010

Graduate Diploma in Law

St Andrews University / BSc. Hons
2005 → 2009

Physiology

Skills and Tools

Design :

Illustration and UI design in Sketch and Affinity Designer • User Journeys & iA Maps • Wireframing and Mockups • Design Systems • Atomic Design • Strategy & Vision Presentations • Design Handoff •

Prototyping :

Framer X & Framer • InVision • Web Prototypes (HTML & CSS) • Sketch Cloud

Research :

Data Analysis (Mixpanel, Google Analytics, Amplitude) • Persona Generation • A/B Testing • User Testing (online and in person)

Product Ownership :

JIRA Administration • Requirements Gathering • Discovery Workshop Facilitation • Acceptance Criteria Generation • Sprint Reviews • Product Presentations