



Resume - John Enderby

A product designer based in Edinburgh 🏙 with 9+ years of experience in the tech industry.

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John Enderby - Senior Product Designer - FanDuel | L

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 <https://www.linkedin.com/in/johnenderby/>

Work experience

Software engineer

FanDuel, Edinburgh – (September 2021 - present)

Senior product designer

▼ FanDuel, Edinburgh – (June 2019 - September 2021)

Responsible for all sizes of project from a product design perspective including:

- Leading design on a new vertical to bring free to play game administration in house. An initiative utilised by all other FanDuel products (Sportsbook, Daily Fantasy and Casino). The intention of the MVP was reducing FanDuel's reliance on third party vendors by roughly 80% while maintaining, and in the majority of cases, improving the user experience. My involvement included, planning, strategising, and designing the make up of the games (the output of the system) and their flexibility, as well as the internal platform used to generate

and manage them for FanDuel's initial MVP. The bulk of the design work here was focused on the internal tools for assembling these games; a task that previously heavily relied on third party engineering teams. The MVP solution that I designed, once built, reduced game turn around time from 2-3 weeks to 2-3 hours. Only after the MVP was designed and built did we bring on another designer to work with me to flesh out a user facing "hub" for the games. I was responsible for overseeing their work and ensuring they adhered to our design principles and guidelines, as well as those that were introduced on the free to play product vertical.

- Designing and prototyping a solution for embedded video within the Daily Fantasy Sports app,
- Redesigning a third party product for use as a free to play live betting game. This involved working with in-house and 3rd party designers and engineers,
- Refining and updating the contribution workflow for the design system as well as creating a contribution template to reduce the barriers to getting started,
- Working with engineering teams to better understand how to move forward with a unified design system/component library. Currently the estimates for productivity savings are sitting at around 30% speed improvement to frontend development times by utilising a shared component system with easily accessible documentation.

For more in depth analysis of some of the above items please visit the FanDuel section of my website. Password available on request.

Head of design

▼ xDesign, Edinburgh - (July 2017 - June 2019)

While working for this small but well respected agency in Edinburgh I was responsible for the design team's management, development, workflow, process and resourcing as well as working on projects as a designer and product owner.

Working 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.
- LifeQuay: a life and document management system, as well as a way for individuals to collaborate directly with their law firm(s) to bring clarity and visibility to otherwise behind the scenes processes.

UX and CRO manager

▼ Adimo, Glasgow - (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.

*Shoppable in this context truly means add to basket functionality, no transactions were made within the ads themselves.

Digital marketing consultant

▼ Mackerel Media, Edinburgh - (July 2013 - May 2015)

Responsible for many aspects of both digital marketing and information architecture design for a variety of clients. Many projects focused on creation of AdWords accounts for our clients; I improved one of my key account's conversion rate from roughly 3.5% to 12.5%.

In addition to paid advertising content for brands, I was also responsible for improving their long term marketing potential by updating, via consultancy and guidance, user experience of their sites - specifically in terms of information architecture and content updates.

🛠 Tools

▼ 🎨 Product design

Sketch and Figma - advanced

Sketch was my primary design tool of choice throughout my career until recently. FanDuel made the transition from Sketch to Figma midway through 2020 and it has been a revelation. Both are so similar, and yet remarkably different at the same time. Figma's variants and handoff tools are brilliant and, while there are some prototyping quality of life improvements I would like to see, the power of Figma in that area is incredible.

Framer - intermediate

I have been a user of Framer since the very early stages when it was a CoffeeScript library that was added to web projects. The most recent version is incredibly powerful, and has helped me learn a fair amount of React too.

▼ Other design tools

- **Affinity Photo and Affinity Designer - intermediate/advanced**
- **Photoshop and Illustrator - intermediate**
- **Miro - advanced**

▼ 💻 Front end development

HTML & CSS - intermediate/advanced

JavaScript - beginner/intermediate

React - beginner/intermediate

I am continuing to learn more and more React as I move through my career. I find the way React is organised to be very similar to how designs are constructed within Figma (especially within the parameters of Figma's autolayout functionality). My [online portfolio](#) is built using React and Gatsby.

Styled components and Sass - intermediate

Git and GitHub - intermediate

▼  Analytics

Google analytics - intermediate/advanced

MixPanel - intermediate/advanced

Amplitude - intermediate

▼  Other

Jira administration - intermediate

Confluence - intermediate/advanced

Basecamp - intermediate/advanced

Skills

- Delivering design solutions, ensuring the customer/user is always part of the conversation, while keeping business objectives in mind.
- Recognised within the FanDuel team as an expert with wide ranging experience.
- Using professional concepts and industry best practice to identify complex issues in creative and effective ways.
- Using deep knowledge to influence department strategy.
- Leading team projects and goals with high scope and/or ambiguity.
- Providing collaborative and cross functional leadership, as well as being able to be self motivated and work alone.
- Facilitating project delivery and measurement of outcomes.
- Leading, contributing to, and facilitating stream/vertical meetings.
- Skilled in storytelling and persuasion.
- Communicating clearly at all levels of the organisation.
- Delivering work to the scope of the whole product.

Education



College of Law / GDL

Graduate Diploma in Law

2009 → 2010



Codecademy / Various

Various

Ongoing



University of St Andrews / BSc

Hons

Physiology

2005 → 2009



Team Treehouse / Various

Various

Ongoing



[Free Code Camp](#) / Various

Front end web courses

Ongoing