POPPY DANIEL

ABOUT ME

Detail-orientated UI / UX Designer with a background in Art and Architectural History. Experienced in creative thinking, communicating with and working across multidisciplinary teams. Adept at recognising customers pain points and presenting invaluable solutions.

CONTACT

London, UK

07747444553

poppy.daniel@icloud.com

Portfolio:

https://www.behance.net/poppydaniel

TOOLS

Sketch

InVision

Flinto

FlowMapp

Atom

GitHub

SKILLS

Prototypying

Wireframing

User Research

User Flows

Style Guides / Art Direction

Branding

Web & App Design

Animation

Working Knowledge of HTML

Working Knowledge of CSS

Working Knowledge of JavaScript

UI / UX AND FRONTEND DEVELOPMENT PROJECTS

Virtual Exhibitions

Native app for iOS and Android aimed for artists who want to share their creativity.

Deliverables: user interviews, personas, userflows, wireframes (low, mid, high fidelity), style guide

Tools: Sketch, FlowMapp, InVision

Botanica

Design of an e-commerce webiste - Online Garden Centre Deliverables: branding, userflows, wireframes (low, mid, high fidelity), prototypes, user testing, final design for several breakpoints Tools: Sketch, FlowMapp, InVision

Portfolio

Developed a website to host my portfolio.

Tools and lanuguages: Atom, GitHub, HTML, CSS and JavaScript

EDUCATION

CareerFoundry 2020 - 2021

UI Design & Frontend Development for Designers Course

University of Edinburgh

2:1 History of Art with Architectural History

1st in Dissertation - Restaging Exhibitions: A Study of Stephanie Barron's 'Degenerate Art: The Fate of the Avant-Garde in Nazi Germany'

EXPERIENCE

Fashion Internship: Rixo London

Worked alongside press team and leveraged Rixo's social media presence to obtain sponsorship for in store events. Conducted social media research (Instagram analytics and newsletter rhetoric). Updated databases and answered telephone calls

Lessons Learnt: A high level of digital literacy including data analysis

Editorial Internship: Conde Nast London

Administrative support to the 'World of Interiors and House & Garden' advertising and publishing team, pulling images and writing credits for the editorial pages. Updated large-scale contact databases, coordinated client mailouts (mail merge — excel). Assisted the Art Director with the 'Spirit of Christmas' editorial shoot

Lessons Learnt: Organisational skills and applying a high visual aesthetic

Designer Showroom Internship: Joseph

Styled and dressed models. Organised showroom merchandise and coordinated the flow of buyer appointments

Lessons Learnt: Working in a fast-paced, pressurised environment

Sales Assistant: Fortnum and Masons

Meeting sales targets. Assisting with merchandising and display Lessons Learnt: How to deal with demanding and unfriendly customers in a calm and professional manner, teamwork and discretion given the profile of some of the customers

Sailing Instructor: Seaview Yacht Club

Prepared and presented sailing lessons

Lessons Learnt: Responsibility, motivation, leadership skills and

dealing with demanding parents

MAY -

SEPTEMBER 2018

APRIL -MAY 2018

JANUARY 2018

OCTOBER 2015 -JANUARY 2016

JULY 2014 -PRESENT