

POPPY DANIEL

ABOUT ME

UI 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

SKILLS

Prototyping

Wireframing

User Flows

Style Guides

Web & App Design

Animation

EDUCATION

CareerFoundry 2020 - 2021
UI Design & Frontend Development Course

University of Edinburgh 2016 - 2020
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 MAY - SEPT 2018
Worked alongside the 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 APRIL - MAY 2018
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 JANUARY 2018
Styled and dressed models. Organised showroom merchandise and coordinated the flow of buyer appointments
Lessons Learnt: Working in a fast-paced and pressurised

Sales Assistant: Fortnum and Masons OCTOBER 2015 - JANUARY 2016
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 JULY 2014 - PRESENT
Prepared and presented sailing lessons
Lessons Learnt: Responsibility, motivation, leadership skills and dealing with demanding parents

VOLUNTEERING

Carer: Order of Malta, Lourdes JULY 2015
Volunteered as a 24/7 carer for a week. The patients had a range of illnesses and disabilities, many of whom were unable to perform basic personal tasks for themselves
Lessons Learnt: Resilience, initiative and compassion

EXTRA CURRICULUM

Travel
Travel is a huge passion. During my gap year I spent 6 months in India which started with two months volunteering in a charitable school and then travelling the length and breadth of the country. Since then in my University summer holidays, I have visited Central America, Cuba and SE Asia.

Sailing
As well as teaching sailing I regularly crew on a variety of yachts racing in the Solent and further afield. I have competed in the Feva World Championships (held in Bruinisse, Netherlands) as well as taking part in numerous Cowes Weeks'.