



# Daniel Rajendran

Product Design Portfolio

2024

Hi! My name is **Daniel Rajendran**,  
a product designer from London,  
and this is my story.

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Multi-discipline designer with 14 years experience in understanding problems, designing solutions, and delivering results for fast-paced tech companies.

Previously helping  **Proximie** •  **Concirrus** •  **contentandcode** •  **DATASIFT** •  **huddle**



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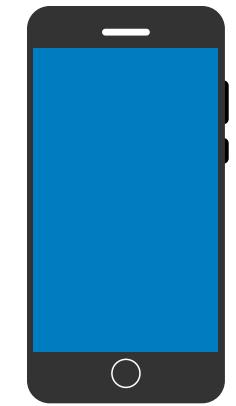
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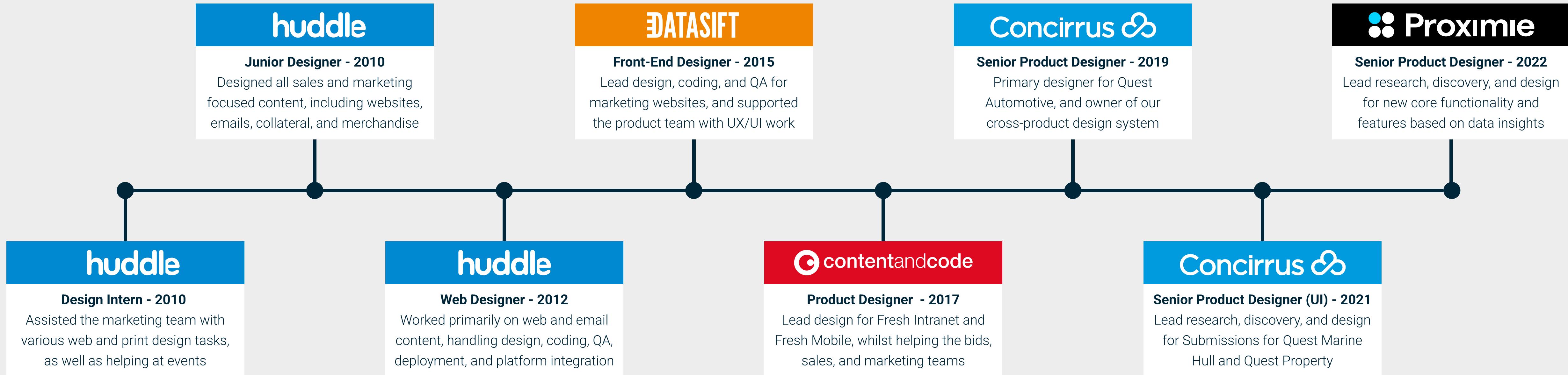
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# The story so far

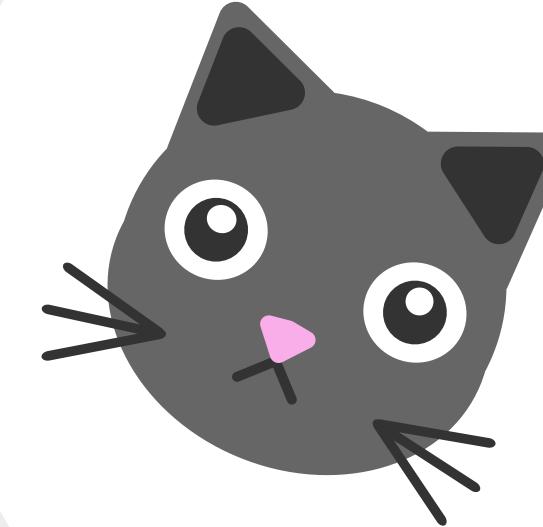


Then

I got my start in 2010 as a Web/Graphic Designer for the marketing team at Huddle, a fast-paced London tech start up. I worked on pretty much everything, from designing and coding websites, landing pages, and emails, to working on banner ads, merchandise, exhibition stands, business cards, case studies, flyers, promotional videos, and posters for our various social clubs. I continued this multi-discipline style design role during my time at DataSift, spending more time on the design and development of websites and emails whilst transitioning into product design.

Now

Since 2016 I have been working as a Product Designer for tech companies whose primary offerings are web-based SaaS applications. These roles have all involved being the sole designer within a cross-functional development team, whether it be in a UI-leaning or an end-to-end designer role. During this time I worked at all stages of the product life cycle from discovery through to deployment, designed native mobile apps from the ground up for both iOS and Android devices, as well as various branding, iconography, and illustration efforts where required.



## Stay Curious

Derived from Simon Sinek's '*Start with why*' TED Talk, '*Stay Curious*' is a concept I championed during my time at Concirrus, where it was added to our company values and continues to be an important value in every day life.

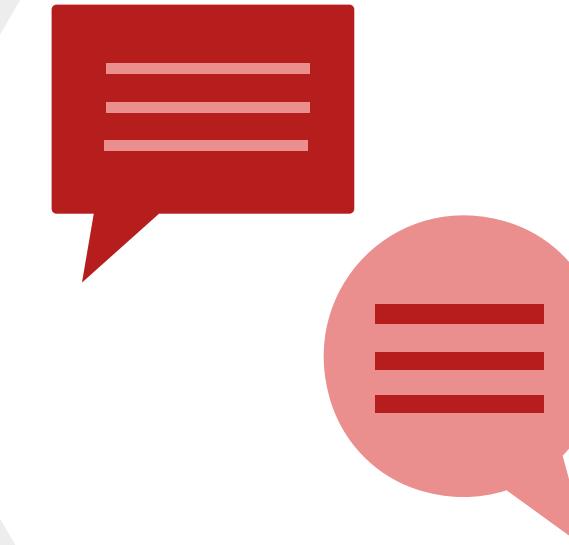
When embarking on product development or indeed many other activities, having a healthy dose of curiosity about the problem is a good place to start. It's not just about asking the 'why' of something, but also the 'who', 'what', 'how', and 'when'.



## It Starts With A Step

The life of a product designer is often shaped by trying to see things from a different angle, so you can avoid being derailed by unintended bias or preconceived notions about a problem or solution.

Whether it's taking a step in your user's shoes to better understand them, stepping up to a new role or new responsibilities, stepping outside of your comfort zone to try something different, or simply taking a step back to get perspective, '*It Starts With A Step*'.



## Know When To Say No

Working on any kind of product requires careful management of many different factors, such as time, people, the road map, the backlog, customer requests, priority bug fixes, and more.

Often, hard decisions have to be made. Perhaps there isn't the time to spend on a story, maybe research shows a new feature isn't of interest to your users, or maybe market changes make your roadmap irrelevant. At that point, it's important to '*Know When To Say No*'.



## Problems

At its heart, product development and design are all about discovering, understanding, and solving problems for your users in the best way possible.

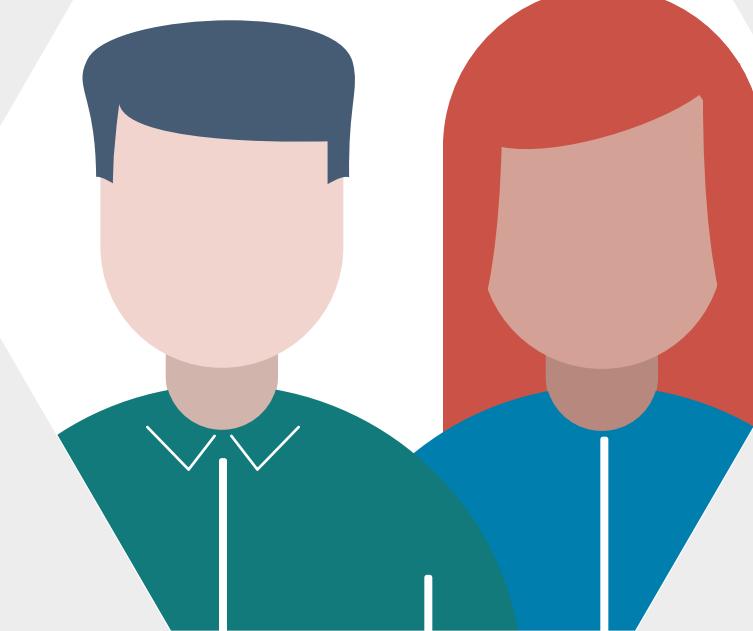
I have personally found that interesting problems often require the creative solutions, and the process of solving the problem results in more things to learn along the way.



## Purpose

In recent years it's become increasingly important to me that the purpose and mission of my employer align with my own personal values.

Work makes up such a large part of life that I don't just want a 9-to-5; I want to look back and know that I contributed to something larger than myself and made a positive impact, even if it's only on a small scale.



## People

More often than not it is the people who make up the biggest part of a company's culture, and I have been lucky enough to make great friends during my work life.

The people I work with are not just colleagues; they have been a formative part of who I have become during my professional career, and the right people can turn a good job into a great experience.



# Web Apps

# 08 Proximie - Data Insights

HEALTHTECH

WEB

UI/UX

FIGMA

DESIGN SYSTEMS

The Proximie platform was built on three primary product pillars; Telepresence, Content Management, and *Data Insights*. The features for Telepresence and Content Management were well established when I joined Proximie, but there were no Data Insights features to speak of. This project, originally called Session Data, aimed to provide specific customers with a simple, self-service reporting tool.

My initial efforts focussed on defining and validating the problem with our customers who had already expressed a desire for this sort of reporting tool.

As the sole designer for this project I led all design efforts, including discovery, requirement gathering, customer research, wireframing, user testing, and prototyping the final designs.

Though the scope of the project changed many times during my time working on it, I involved our customers at every stage to ensure the tool still solved their initial problem, and that all the additional features would only make the tool more useful for them in the long run.

Case study: **Coming soon!**

The image displays the Proximie Data Insights platform. On the left, a mobile device shows the 'Organization analytics' section with two circular charts: 'Recordings created by visibility' (55 total, 39 Public, 16 Private) and 'Recordings created by source' (55 total, 39 Session recordings, 16 Trimmed sessions, 10 Uploaded recordings). Below these are sections for 'Top recorded specialities' (Urology 15, Oncology 10, General 8, Neurosurgery 6, Vascular 5) and 'Recording length' (2h 23m average recording length, 14h 23m cumulative length). On the right, a larger screen shows a 'Session details' page for a 'General surgery' session titled 'Surgical Operation Knee Arthroscopy Micro Surgery'. The session details include: Date 03 Mar 2023, Time 09:00 - 11:49 PST, Duration 2h 49m. The status is 'Completed' and the recording status is 'Recorded'. The overall interface is clean with a white background and blue accents for buttons and links.

# 09 Quest Marine Hull - Submissions

Concirrus

INSURETECH

WEB

UI/UX

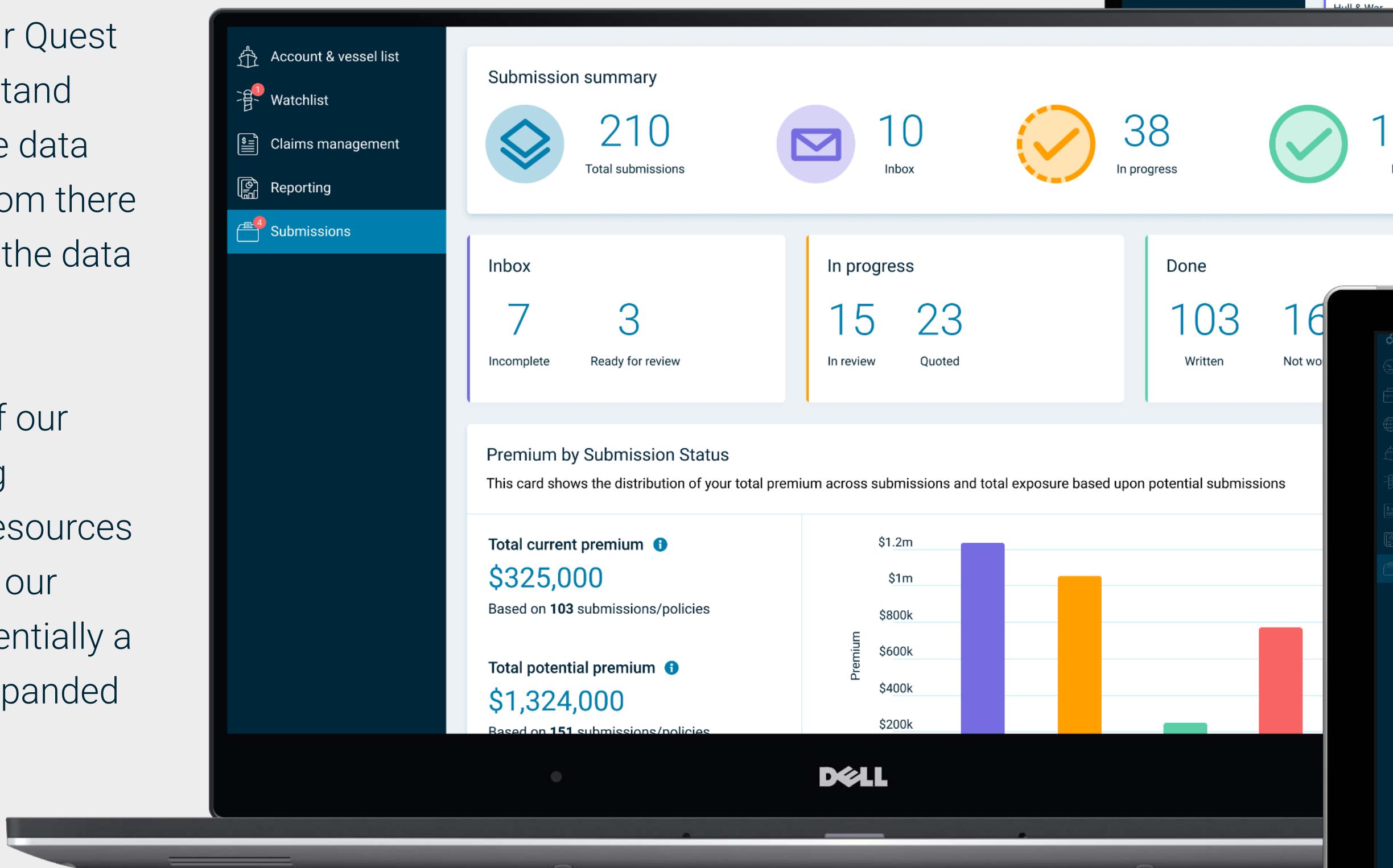
FIGMA

DESIGN SYSTEMS

The COVID-19 pandemic changed the way many of our customers had to conduct their business, upsetting traditional business practices that had been in place for decades or even centuries. Submissions was created as a brand new tool that would help our customers automate data ingestion and analysis, allowing them to make faster and more accurate business decisions in a matter of days rather than weeks.

Working directly with existing customers of our Quest Marine Hull product, we first needed to understand how their existing practices worked, and all the data types and formats they would be ingesting. From there I could create designs that would best display the data to allow for quick decision making.

Development of Submissions allowed many of our customers to massively optimise their existing processes, saving them significant time and resources and although Submissions was built on top of our existing Quest Marine Hull product, it was essentially a product of its own, and would eventually be expanded to our other product lines.



Case study: [tinyurl.com/danr-concirrus](https://tinyurl.com/danr-concirrus)

INSURETECH

WEB

UI/UX

SKETCH

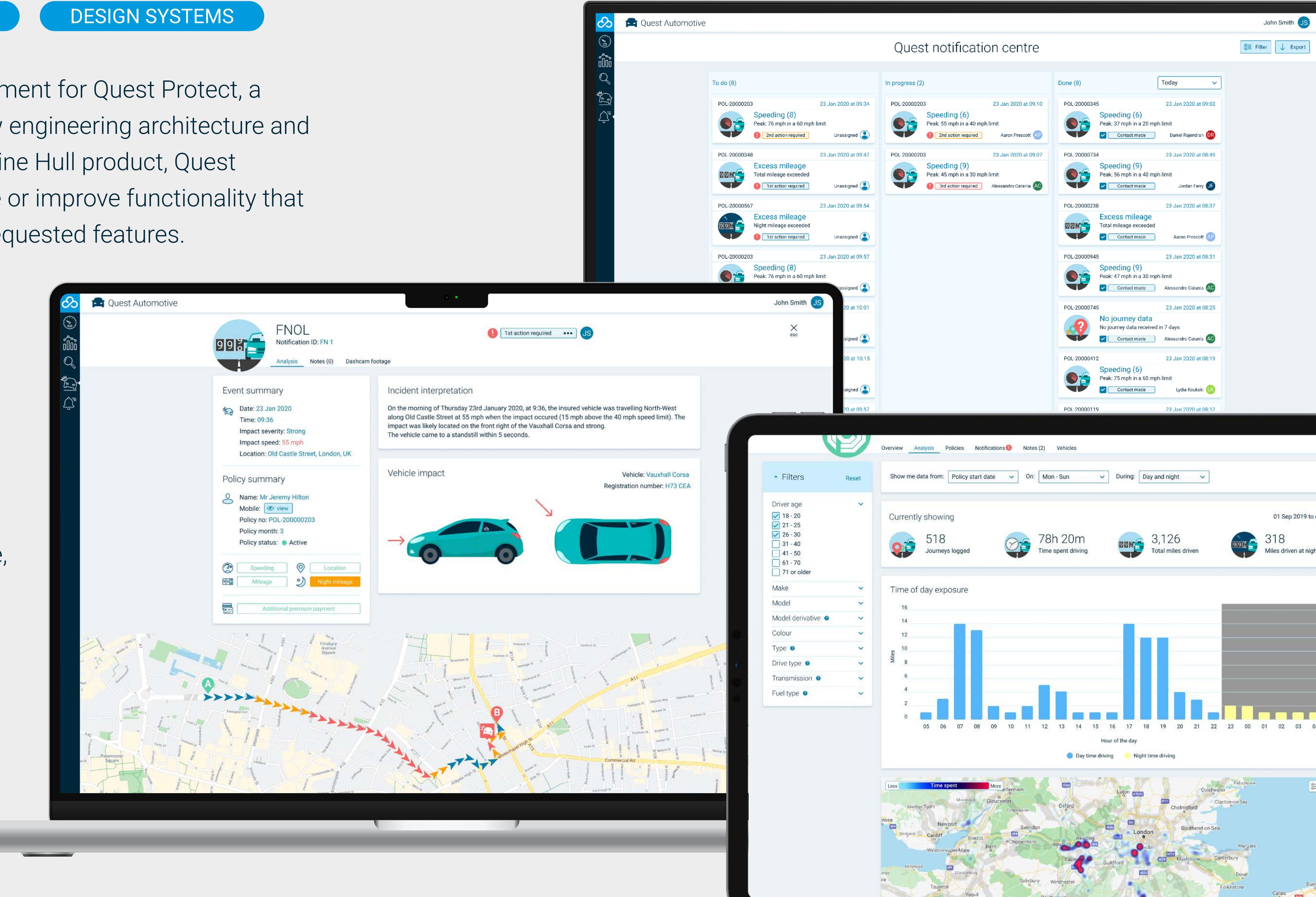
DESIGN SYSTEMS

Quest Automotive was designed and built as a replacement for Quest Protect, a legacy product for our largest customer. Using the new engineering architecture and design language from our recently released Quest Marine Hull product, Quest Automotive was created from the ground up to replace or improve functionality that already existed in Quest Protect, whilst adding many requested features.

I joined Concirrus a few months before we were set to launch Quest Automotive, and spent that time completing unfinished designs, designing new illustrations and icons, and restructuring design files.

After successfully launching Quest Automotive and sunsetting Quest Protect, I designed several key new features such as support for viewing dashcam footage, migrated all the designs from Sketch to Figma, and rebuilt our component library and design system.

The work I did on Quest Automotive established it as a platform not just for insurers of personal vehicles, but for those insuring entire commercial fleets.



SHAREPOINT

WEB

UI

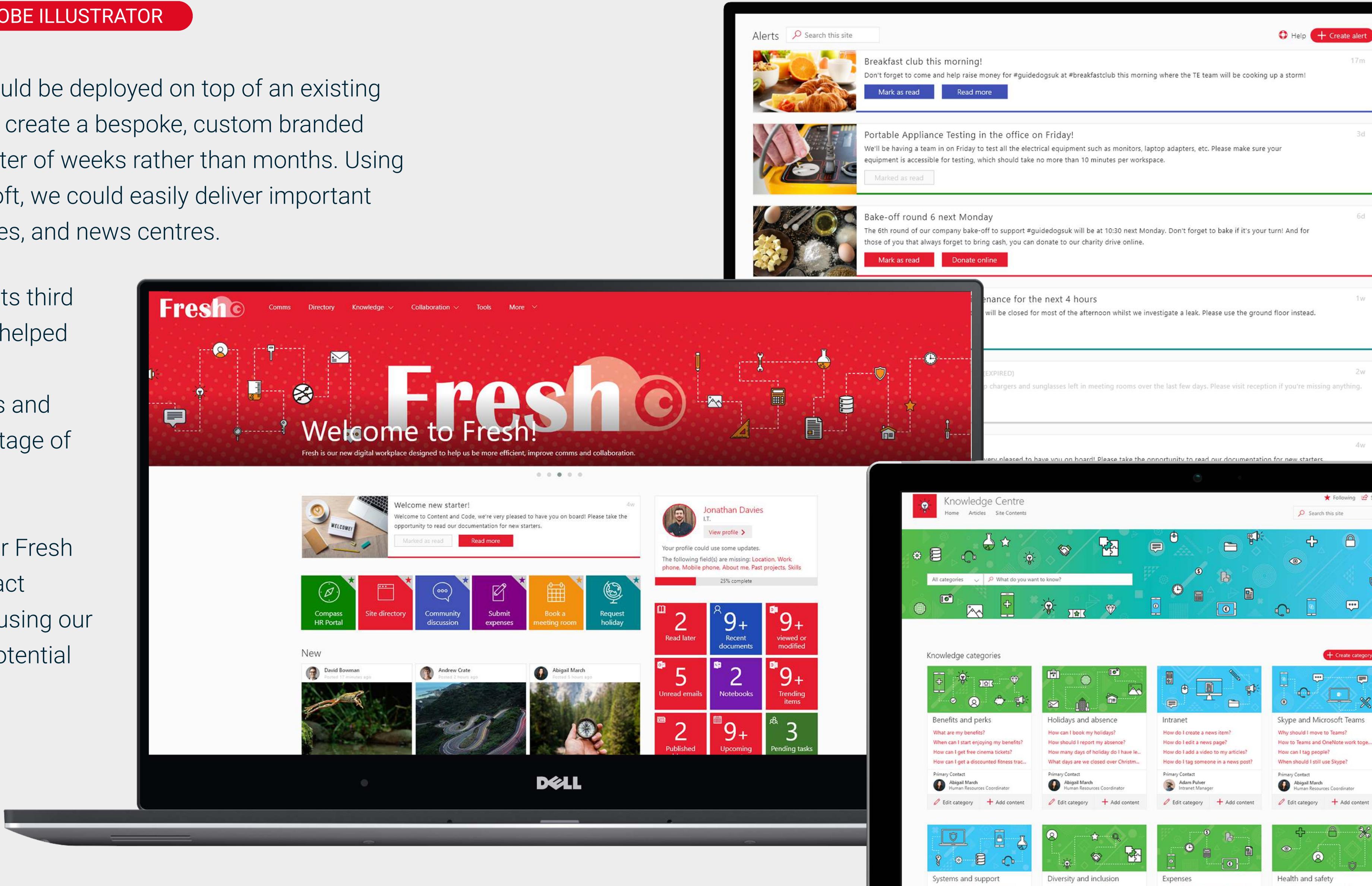
ADOBE ILLUSTRATOR

Fresh was an intranet-in-a-box product that could be deployed on top of an existing SharePoint or Office 365 installation to quickly create a bespoke, custom branded intranet, that could be up and running in a matter of weeks rather than months. Using the existing infrastructure provided by Microsoft, we could easily deliver important features such as community hubs, profile pages, and news centres.

I joined Content and Code when Fresh was in its third feature milestone, and as their sole designer I helped see the product through four further feature milestones, each one introducing new features and adapting our designs to take maximum advantage of what the Microsoft stack allowed.

The features I helped to develop and design for Fresh allowed us to secure the majority of our contract renewals, and the custom branded mock-ups using our customers' colours and imagery to help win potential new business.

See more: [tinyurl.com/danr-cc-fresh](http://tinyurl.com/danr-cc-fresh)





# Mobile Apps

# 13 Proximie Mobile



HEALTHTECH

MOBILE

UI/UX

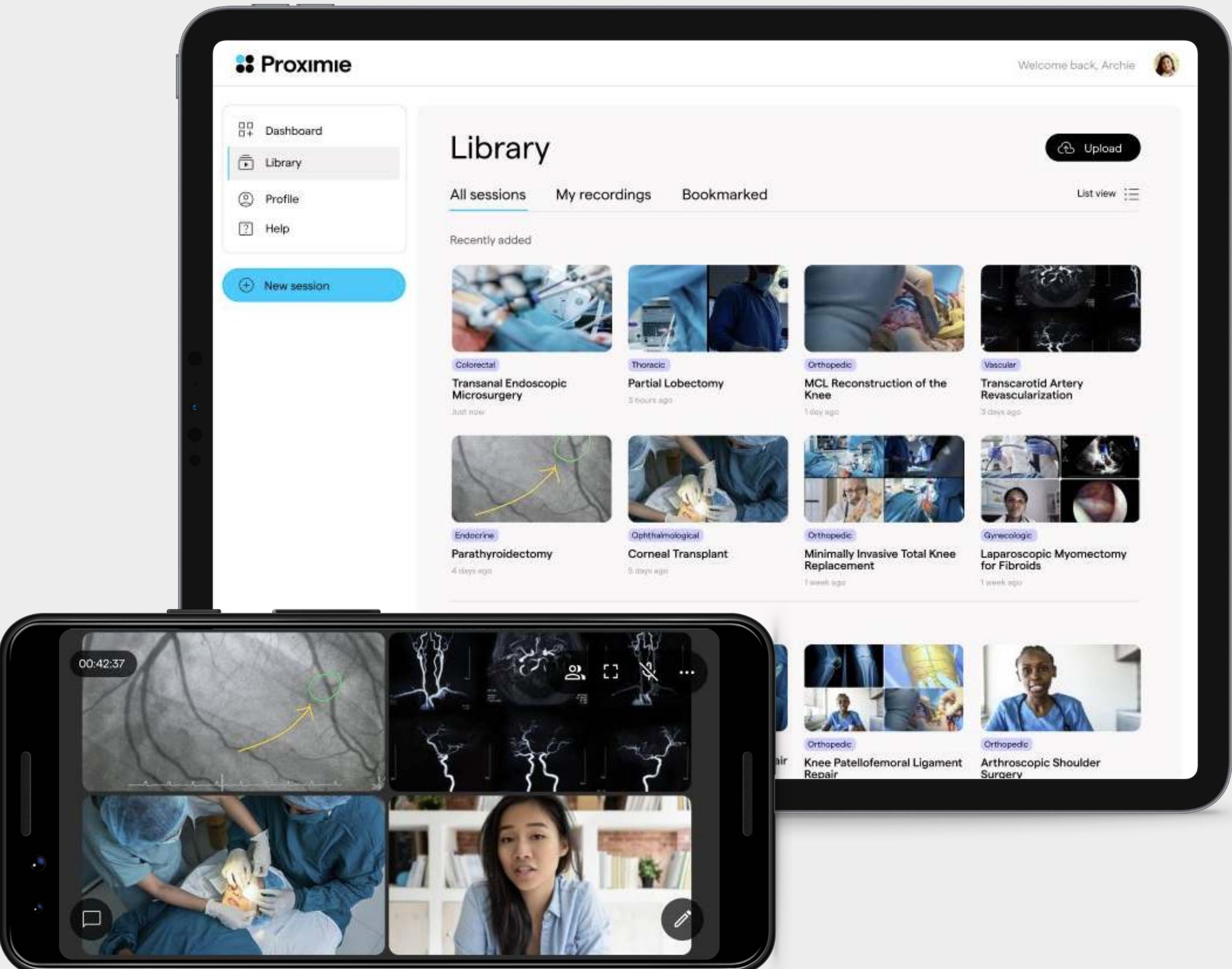
FIGMA

A primary use case of the Proximie platform was telepresence, allowing users to supervise or observe surgery without the need to be in the same operating room, or even the same country.

To support this use case, Proximie developed native mobile apps for both iOS and Android, to allow users to join sessions from anywhere, without the need for a laptop, computer or fixed internet connection.

I joined Proximie after the initial designs had been developed and launched, and working in close collaboration with the mobile team I updated designs for features which had changed or added since the initial designs were completed.

My work on the Proximie mobile app was later critical to the launch of our new hardware offering called PxLens, a wearable camera for doctors and surgeons. I designed several new screens that would allow the PxLens to be quickly configured and updated via the app. Without this, the users would have to engage in a much lengthier configuration process using the on-device controls and screen.



# 14 Quest Automotive - Fleet Manager

Concirrus

INSURETECH

MOBILE

UI/UX

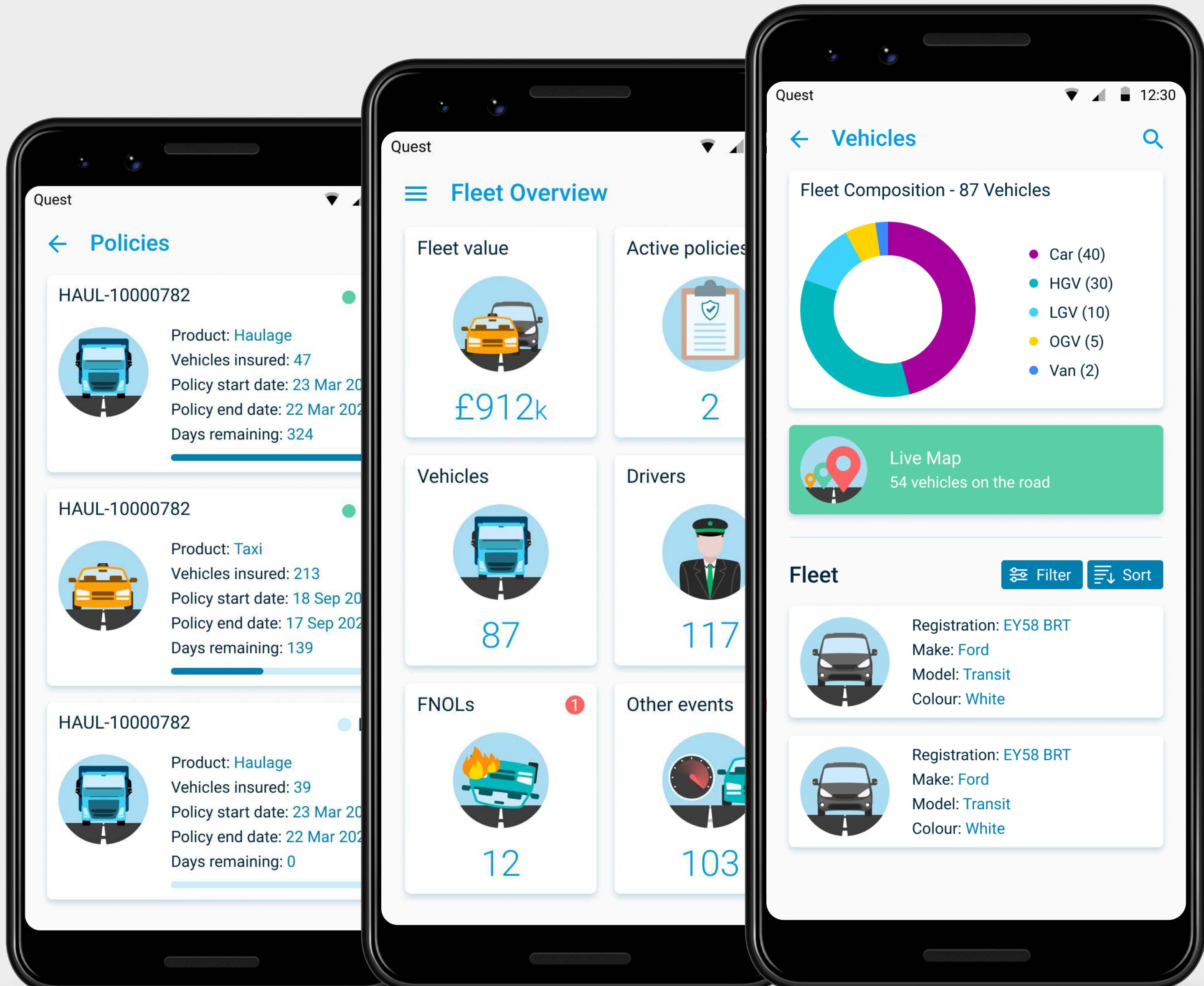
FIGMA

Fleet Manager for Quest Automotive was designed during an internal company hackathon. Up until this point, Concirrus' product offerings were all web-based platforms, catering to users in the insurance industry with traditional roles that involved access to a computer. Our ambitions for Quest Automotive would require expanding beyond this though.

The application would allow users of Quest Automotive with the appropriate permissions to view and manage their fleet of vehicles remotely in the field, as well as allowing them to receive push notifications for important events.

Over the course of two days I wireframed the entire application so our engineers could estimate the work required to build it, converted the wireframes into high fidelity designs, and created a clickable prototype to demo to the company at the end of the hackathon.

Whilst Fleet Manager was not selected as one of the internal projects to be developed, it was an important tool for showcasing the vision for Quest Automotive as it moved to being able to manage entire fleets of vehicles.



SHAREPOINT

MOBILE

UI

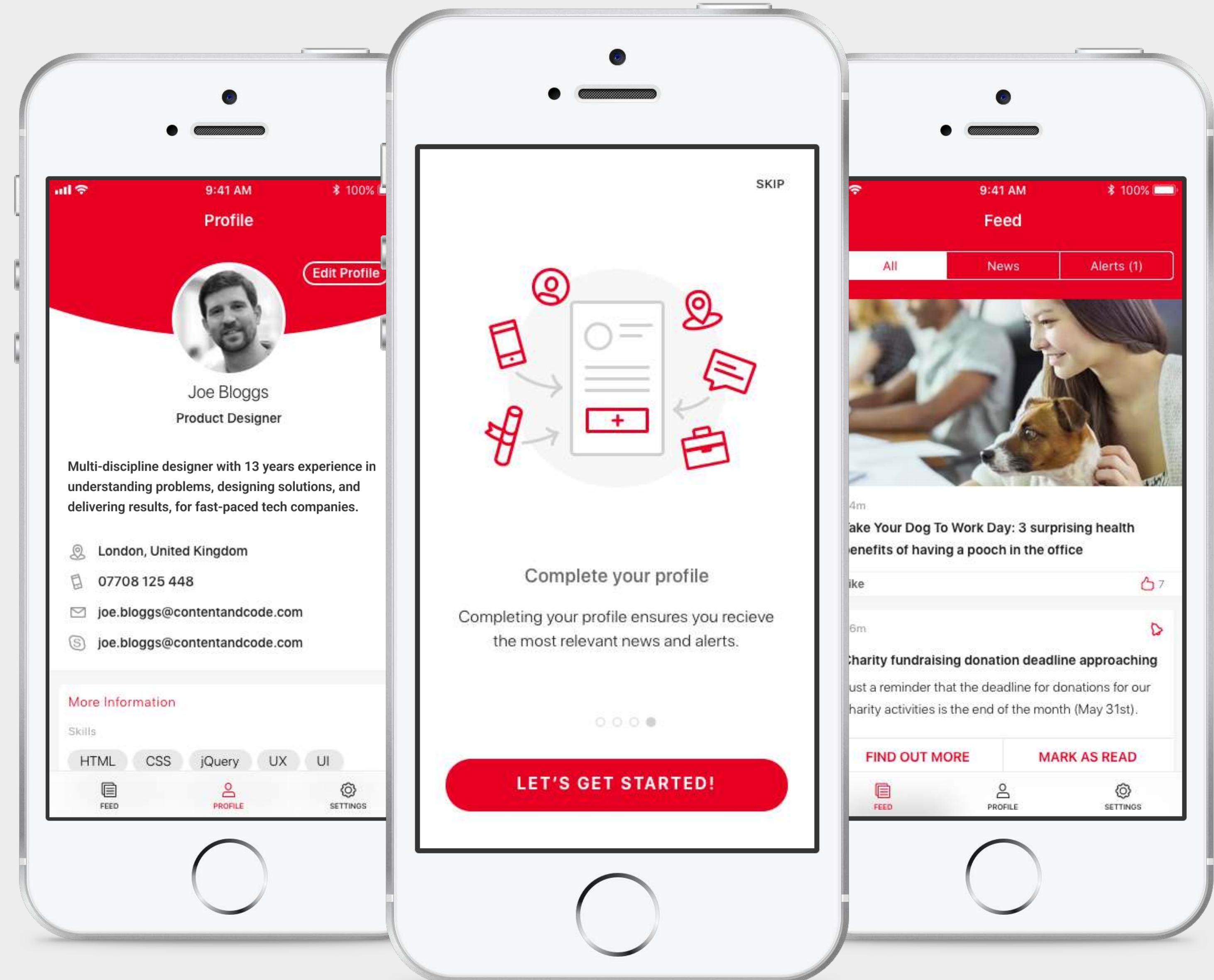
ADOBE XD

Fresh Mobile was designed as a companion app for our existing customers who use Fresh Intranet, our highly customisable intranet-in-a-box product. It was designed from ground up primarily for front-line or deskless users who might not have access to a computer or laptop during their usual work day.

I designed the app for both Android and iOS starting with simple wireframes for the various user journeys we wanted users to be able to complete. I created several iterations of layouts including custom icons and illustrations, working with an external mobile development agency to have guidance on what was feasible for our MVP.

Fresh Mobile helped secure contract renewals from several customers who had a significant number of deskless users, and being able to showcase bespoke versions of the app with custom colours and logos allowed us to win new business from several customers of competing products.

See more: [tinyurl.com/danr-fresh-mobile](http://tinyurl.com/danr-fresh-mobile)



CONCEPT

MOBILE

UI

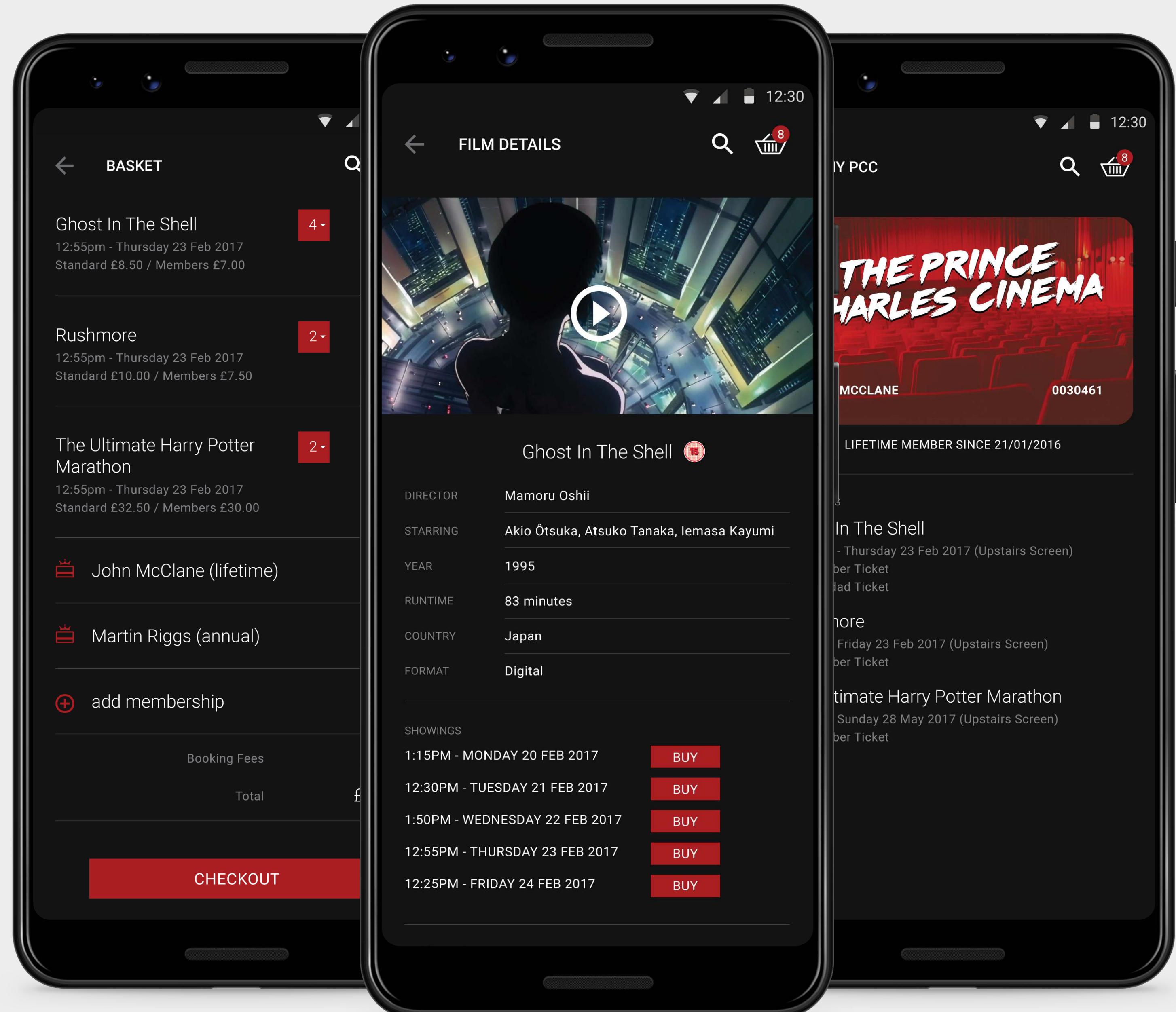
ADOBE ILLUSTRATOR

As a long term patron of the Prince Charles Cinema, I have often found myself frustrated with the experience of using their website, whether it be finding details for a specific screening, browsing showings by date, or simply booking tickets.

I created this concept mobile app as a native experience for Android to see how I might streamline the experience of using the Prince Charles Cinema's website.

I mapped out the critical user flows a customer would want to take whilst using the website, wireframed the necessary screens to complete each flow, then expanded the designs to high fidelity, incorporating the branding of the Prince Charles Cinema such as their fonts, colours, and logo.

See more: [tinyurl.com/danr-pcc-concept](http://tinyurl.com/danr-pcc-concept)



# 17 Pixel Avatars

CONCEPT

MOBILE

UI

ADobe ILLUSTRATOR

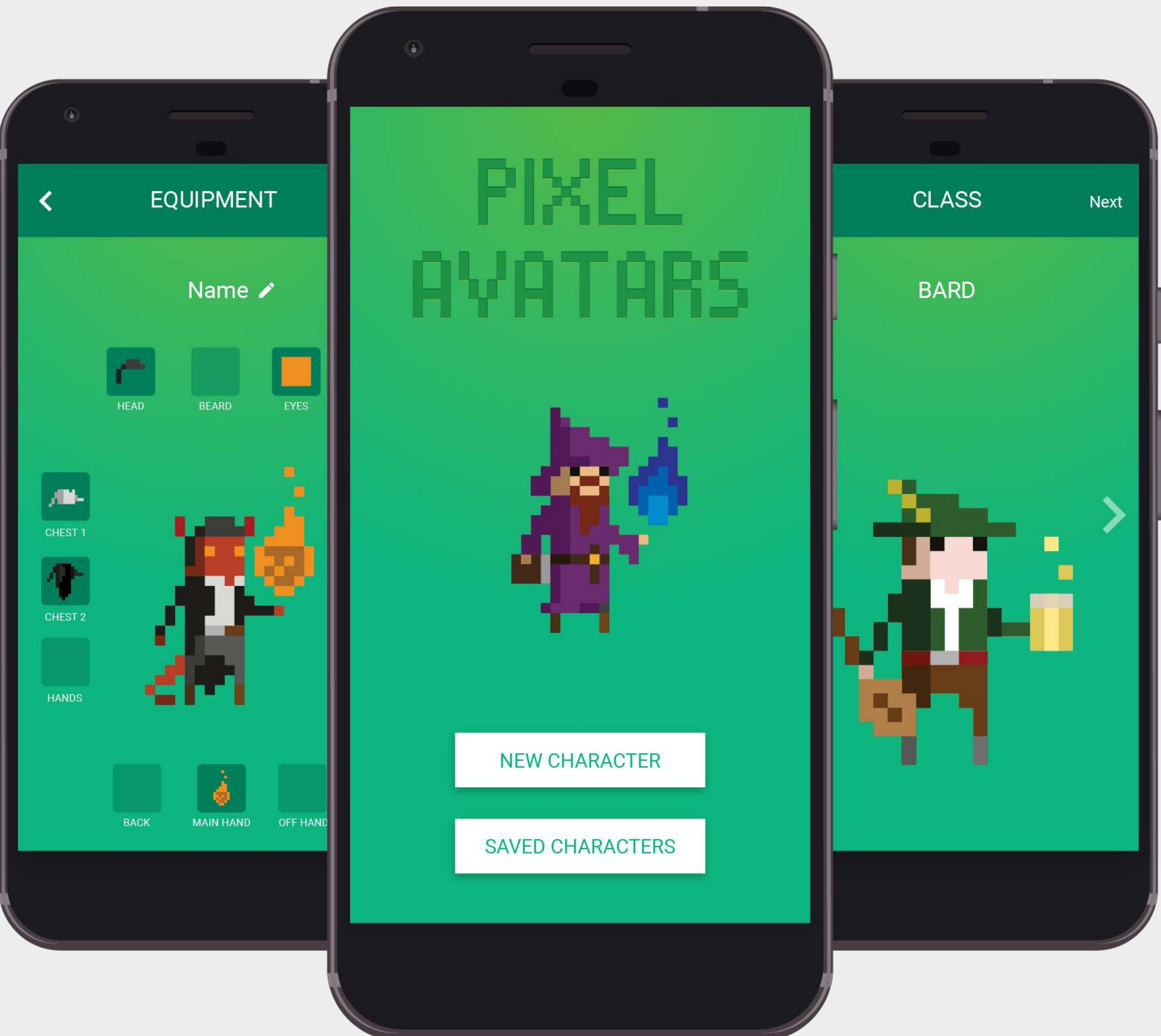
Since I started playing Dungeons and Dragons nearly ten years ago, I've found myself creating and designing a lot of different materials for myself or the players in my campaigns, whether it be made up fantasy worlds, battle maps, or character art.

As a fun side project I came up with this concept mobile app that would allow me to create simple pixel art characters that could be customised with different clothing and items, and then exported for use with various table-top RPGs.

This was my first time creating any kind of native mobile experience so I followed Google's application and design guides for Android for designing elements such as menus and navigation.

I started with several characters I had already designed in Adobe Illustrator and worked backwards, coming up with solutions for how the user might select their clothing, items, skin colour, race, etc.

See more: [tinyurl.com/danr-pixel-avatars](http://tinyurl.com/danr-pixel-avatars)





Brand, Print, etc



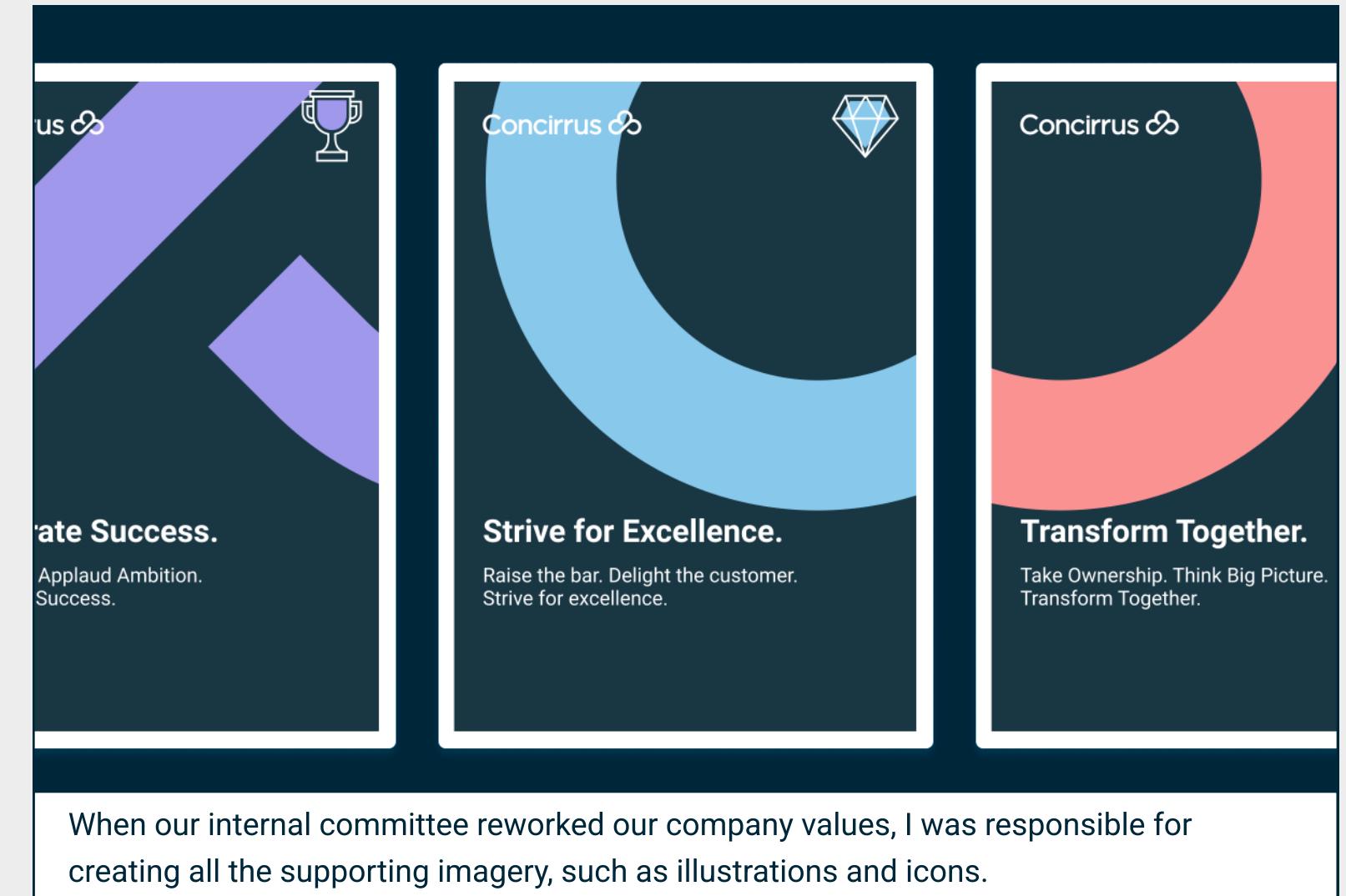
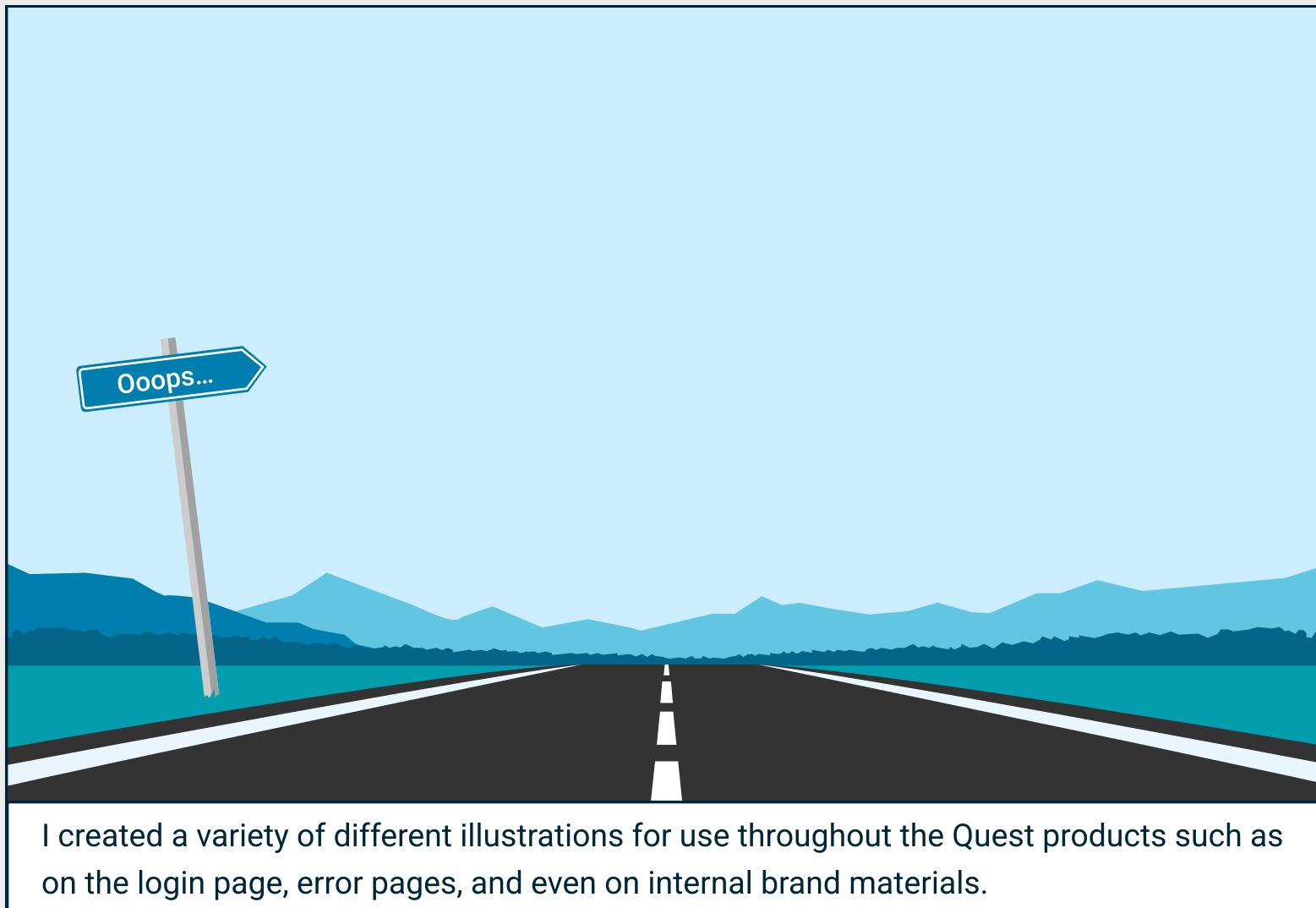
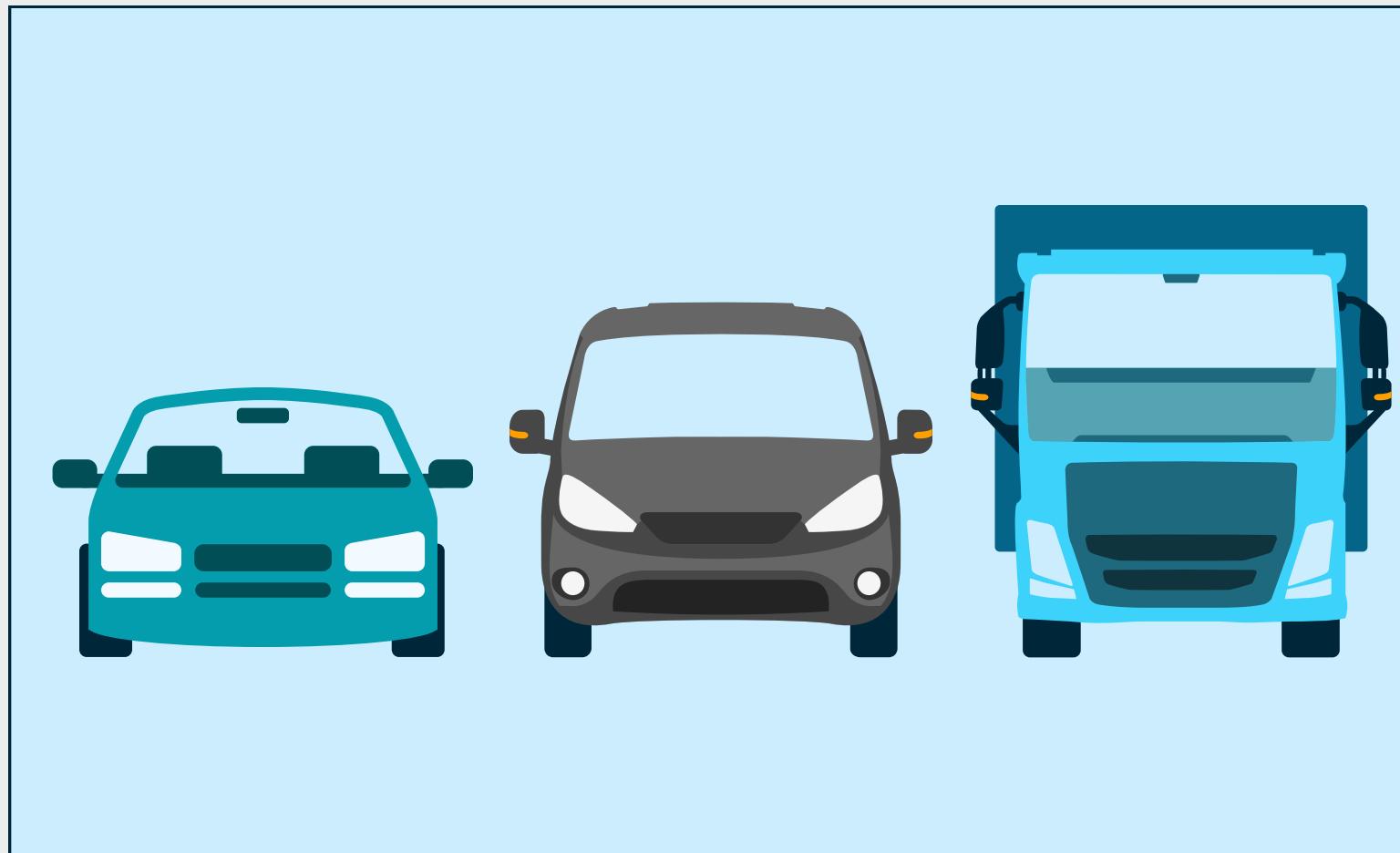
## ILLUSTRATION

## ICONOGRAPHY

## VALUES

During my time as Senior Product Designer at Concirrus I worked on multiple different products under the Quest brand, including Automotive, Hull, Cargo, and Property, with a focus on UI and design systems.

Along side my work within the product and engineering team, I also assisted the marketing team with brand work, and was part of a committee that created a brand new set of company values.



# 20 Content and Code

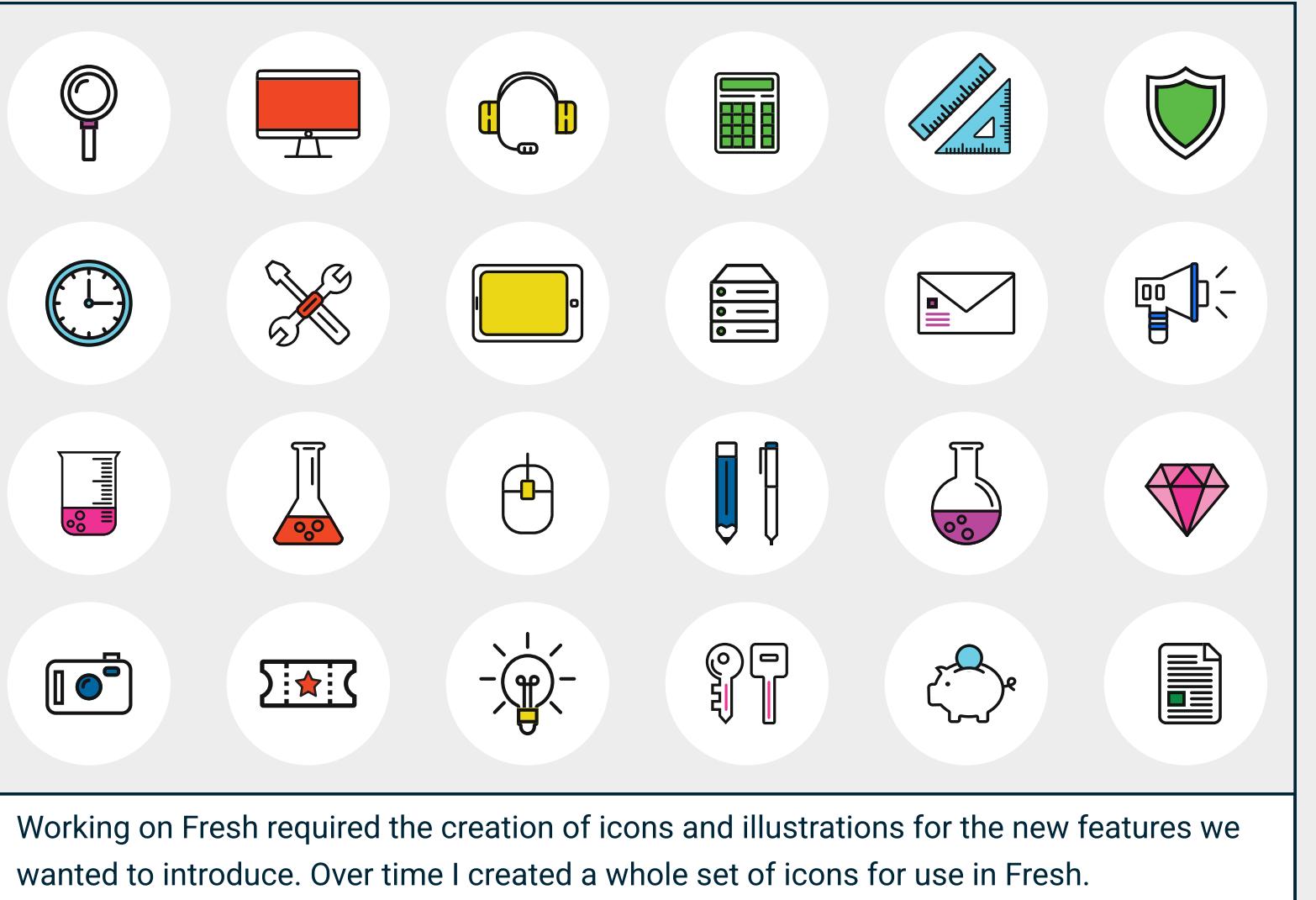
ILLUSTRATION

ICONOGRAPHY

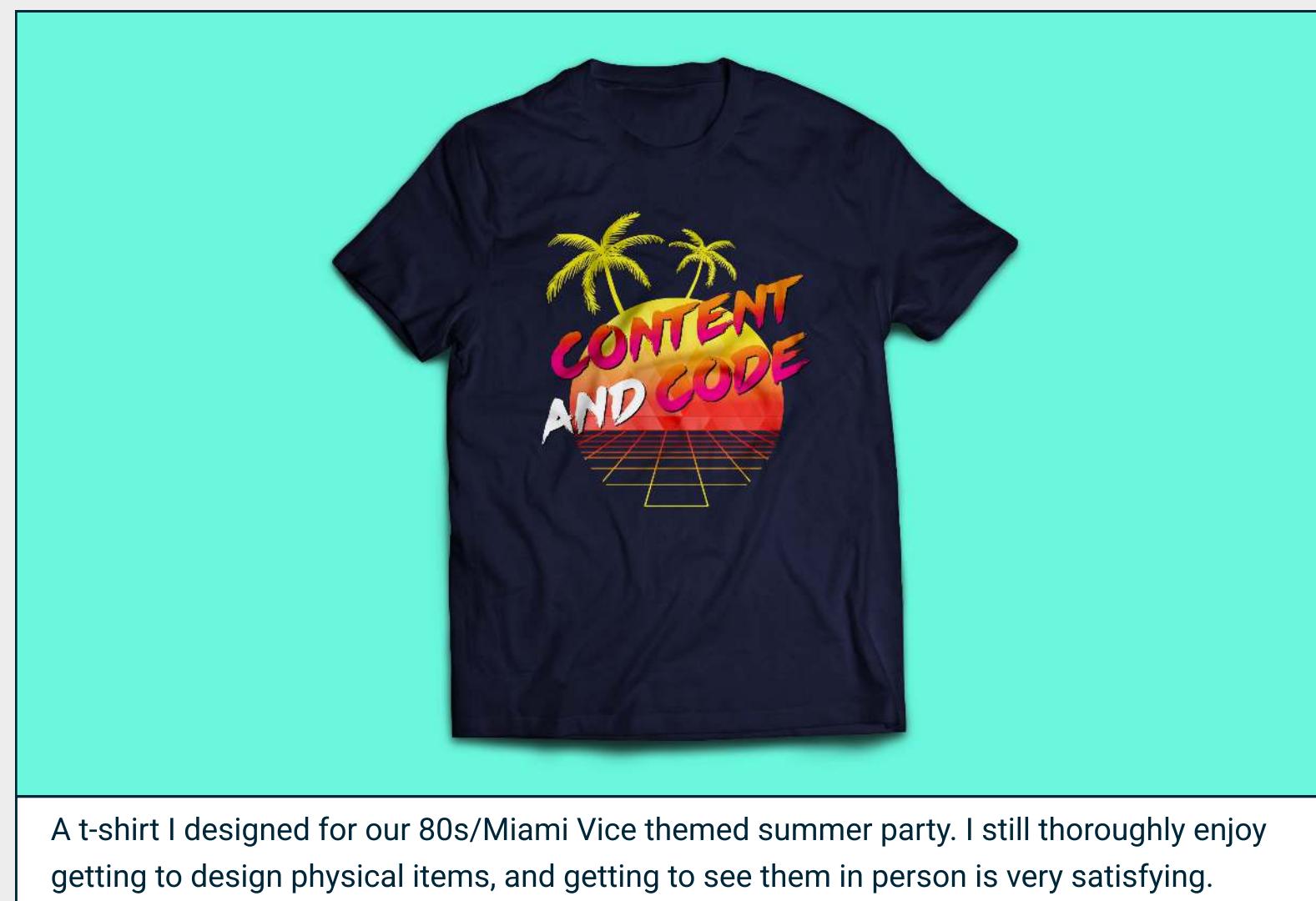
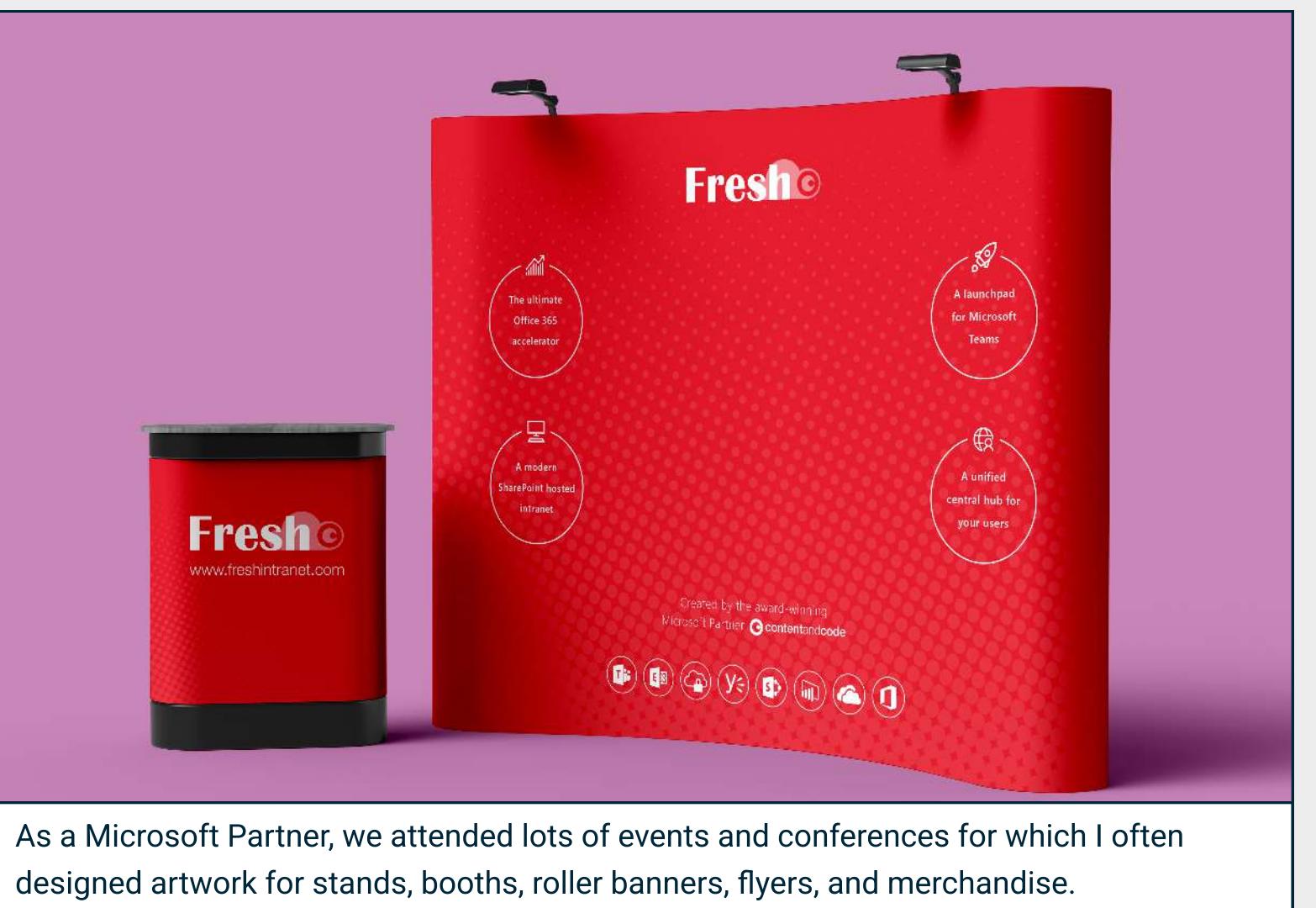
PRINT

In addition to my primary responsibilities as Product Designer for the Fresh Intranet and Fresh Mobile products, I also handled most of the design work for the marketing related activities surrounding Fresh.

I created emails, icons, illustrations, eBooks, banners, artwork for events and company social gatherings, as well as leading a full redesign of our marketing website and help portal.



Milestone 7 of the Fresh product evolved to use more of Microsoft's own design language, using the 'tile' style design for links and content.



ILLUSTRATION

WEB DESIGN

PRINT

My time at DataSift was a mix of graphic, print, and web design, as well as web development. I focussed primarily on our customer facing websites, including the blog and helpdesk, as well as landing pages and emails.

In addition to this I worked on numerous eBooks, whitepapers, and case studies, and also helped to unify the design language across the marketing, sales, engineering, and product teams.

The screenshot shows a user interface for creating data queries. On the left, there's a section titled "Choose a question..." with a list of pre-defined queries like "What's cool about cars for young millennial guys?" and "How does online travel research vary by gender and HHI?". On the right, there's a section titled "Create your own..." with filters for "Within..." (Automobile, Beverages, Travel & Style, Trending), "Show me..." (Celeb & Influencer, WHAT'S COOL, RELATED TOPICS, OUTLIERS), and "For..." (Millennials, Suburban Moms, \$100K PLUS, Fashion Forward). A green "GO" button is at the bottom.

My first foray into product design was creating a front-end UI for our back-end data query processor, which would allow users to build simple queries of their own.

The screenshot shows the DataSift homepage. At the top, it says "Provide Insights. Protect Identity" and "Translate data into action with the first privacy-first Human Data platform." Below that is a button labeled "DISCOVER PYLON". The main content area features a large video player with a play button in the center, surrounded by text: "Facebook topic data is here", "Analyze trends and topics from the world's largest source of public opinion.", and a link "Watch video".

How the DataSift website looked when we launched our exclusive partnership with Facebook, putting it front and centre on our home page and many other locations.

The screenshot shows an email template for DataSift. The subject line is "Boosting Your Brand Marketing With Facebook Topic Data Insights" and the date is "MARCH | 2016". There's a "REGISTER NOW" button and an orange box labeled "PYLON 1.7". The text below the box announces "ANNOUNCING PYLON 1.7 - INTRODUCING INTERACTION FILTER SWAPPING" and describes the new capabilities of Pylon 1.7.

Our email templates were completely rebuilt in order to make them readable and responsive on multiple different browsers and devices.

The screenshot shows a book cover for "Using Facebook Topic Data to Understand Millennials' Attitude to Food". The cover features a woman and various food icons.

One of the many e-books I designed to support the launch of Facebook Topic Data. They were laid out in InDesign, with the artwork designed in Illustrator.

The screenshot shows three versions of the DataSift logo side-by-side. The first is "ORIGINAL LOGO" in a bold, orange sans-serif font. The second is "UPDATED LOGO" in a larger, bold, black sans-serif font. The third is "DATASIFT" in a blue, stylized font. To the right of the logos, there are labels: "LEAGUE GOTHIC" next to the original logo, "ORIGINAL LOGO" next to the updated logo, and "UPATED LOGO" next to the stylized logo.

During efforts to create a unified design language across the entire company, we also redid our logo from scratch, to fix various kerning and sizing issues.

ILLUSTRATION

WEB DESIGN

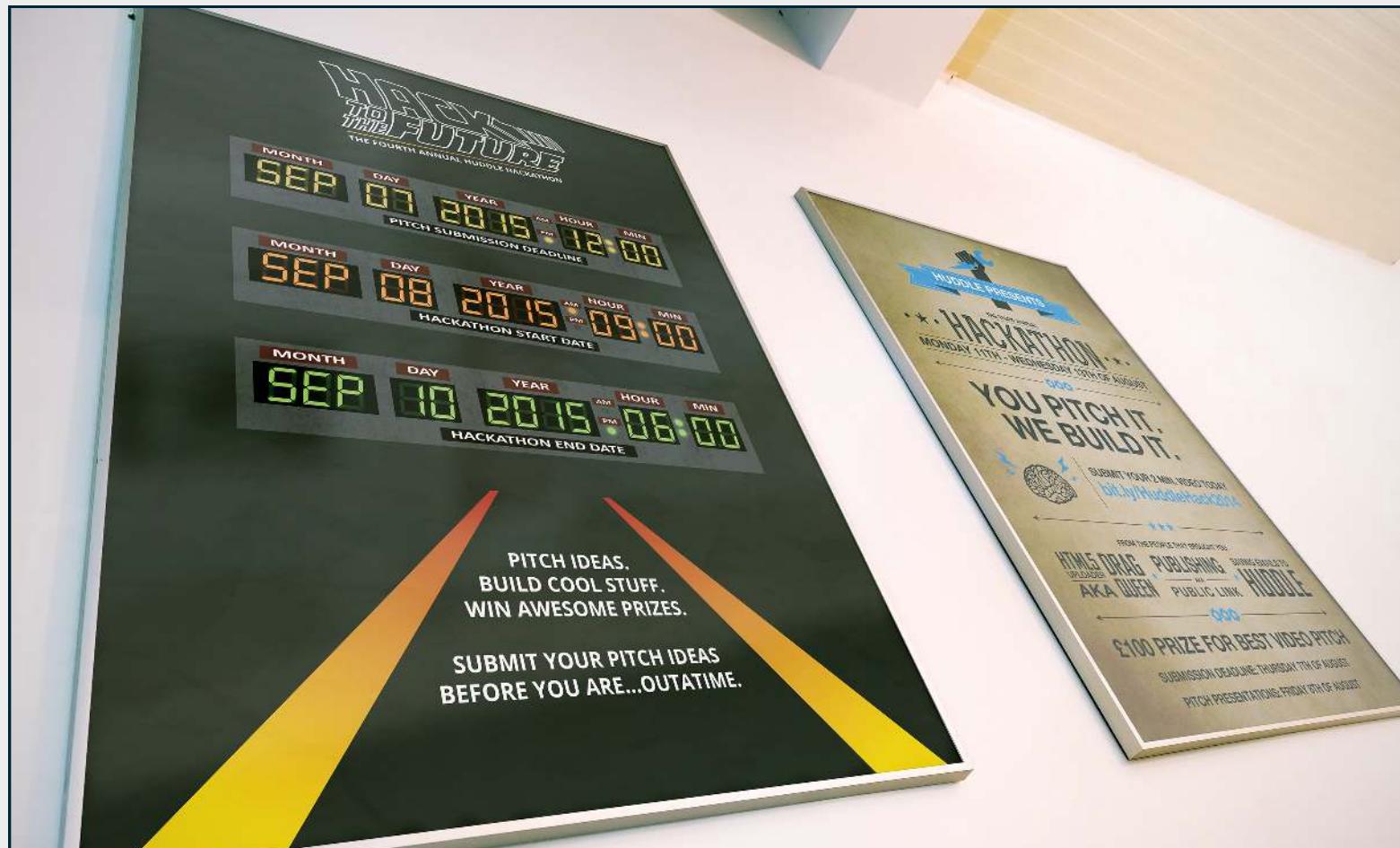
PRINT

Joining as their first designer, I was responsible for a little bit of everything across the company during my time with the marketing team at Huddle.

My main responsibilities were designing and coding for the website and blog, as well as a variety of different CRM systems. In addition to this, I also created a wide variety of marketing materials, such as case studies, whitepapers, one pagers, posters, and even post cards.

**Great teams Huddle together**  
Secure workspaces for all your teams  
[GET STARTED](#) [2 MIN VIDEO](#)

The Huddle website just before I left in December 2014. I pushed for a very product-focused home page, which improved lead generation and trial conversions by over 200%.





That's a wrap

daniel.rajendran@gmail.com

<http://www.danielrajendran.co.uk>