



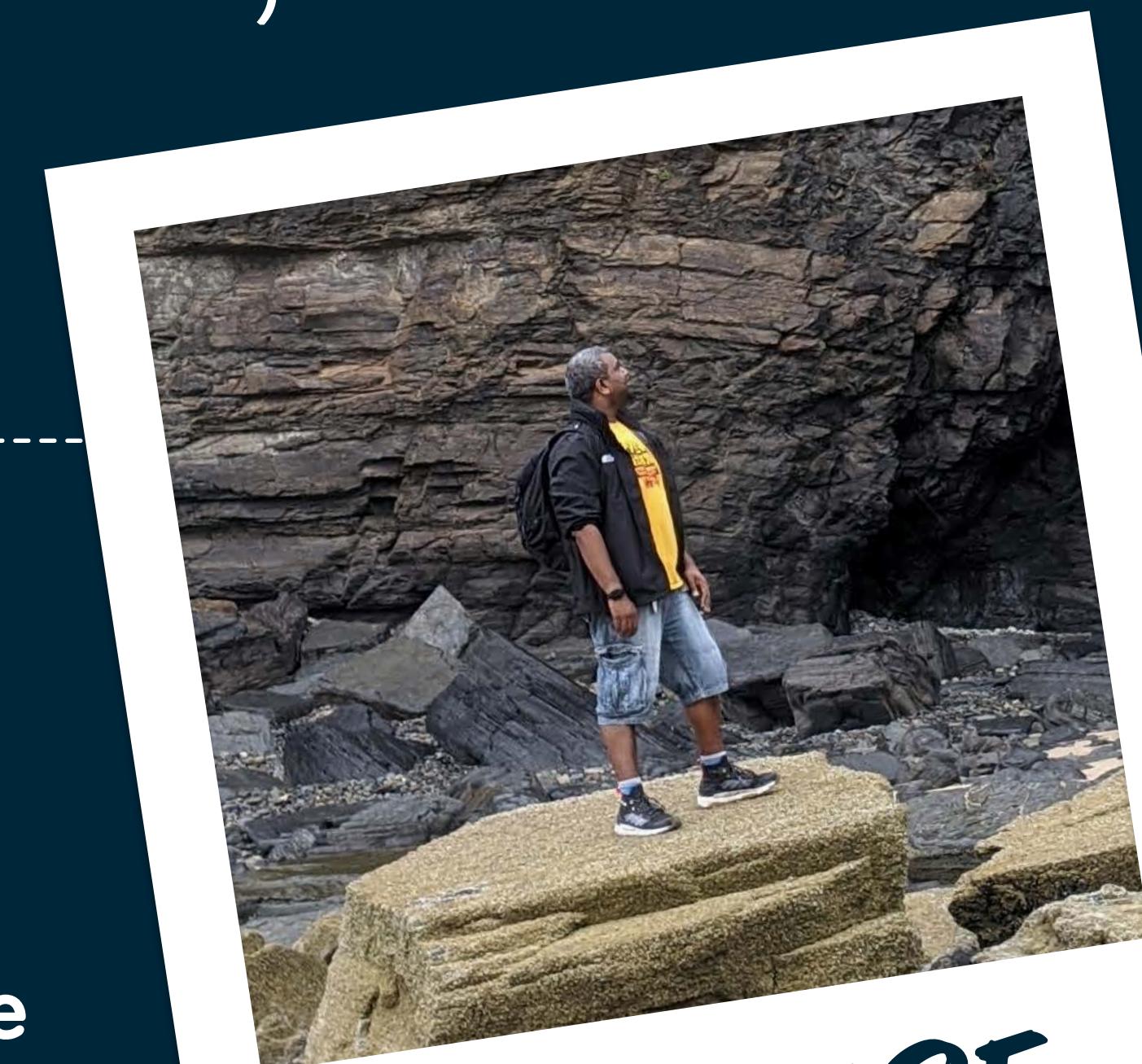
I am Daniel Rajendran

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

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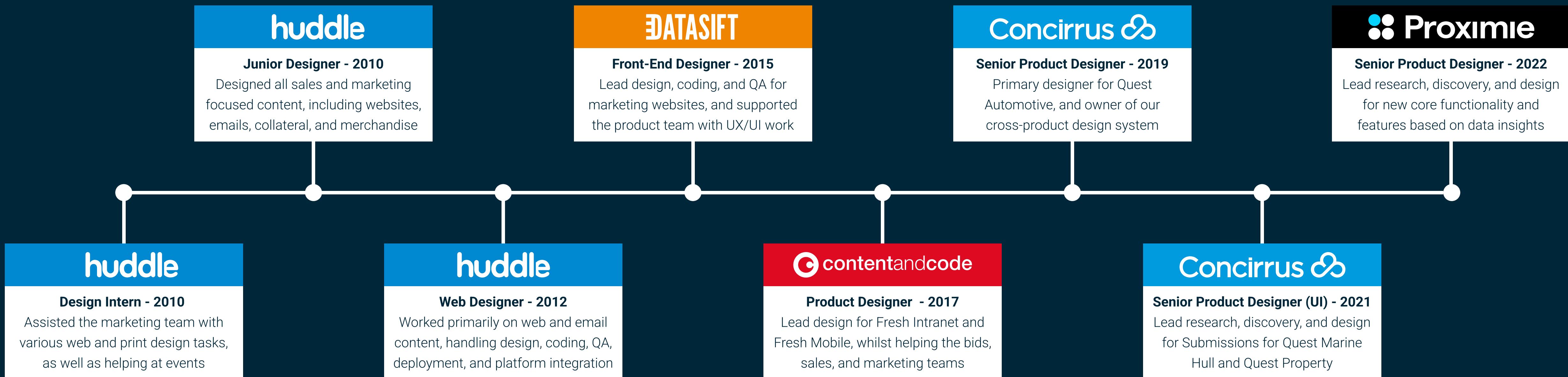
Multi-discipline designer with 13 years experience in understanding problems, designing solutions, and delivering results, for fast-paced tech companies.

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



#EXPLORE

# The Journey So Far



## Then

I got my start as a jack-of-all-trades design intern for a marketing time at Huddle. In the five years that I was there, I saw the company go from 30 people in a basement office in London, to over 150 people with offices in San Francisco and New York. I wore many hats and was responsible for all kinds of design work, not just coding the website and emails, but designing business cards, one-pagers, e-books, white papers, posters, and merch.

From there I joined DataSift when they were on the cusp of a huge exclusive partnership with Facebook. Here I learned how to use a whole host of new technologies, and began making my first steps into product design.

I found myself a new role as a product designer at Content and Code, a consultancy specialising in Office 365 and SharePoint. It was here I got properly stuck into product design, working on their Intranet-in-a-box SaaS platform, and even designed and released a mobile app for iOS and Android.

## Now

With my new-found skill set, and seeking a new industry or vertical, I was hired as a senior product designer for Concirrus. I was lucky enough to work with three other product designers and my own fully cross-functional team with a product manager, business analyst, test automation engineers, as well as front-end and back-end engineers. I had the chance to lead the design on three different SaaS products and support the design of two more, a prototype mobile app, and a brand-new design system.

Most recently I had the opportunity to work for Proximie, who are doing amazing work in the field of healthcare, providing remote telepresence and content management solutions for the operating room. Here I gained exposure to an entirely new industry, got my first real exposure to designing and supporting hardware, and primarily lead the discovery, research, and design of brand new core functionality that would support 'Data Insights', one of Proximie's three core pillars.



Senior Product Designer

October 2022 - March 2023

USER RESEARCH

HARDWARE

DATA VISUALISATION

HealthTech specialising in telepresence, content management, and data insights for the operating room utilising their own software and hardware

I joined Proximie in October 2022 as a Senior Product Designer for the Core team. In my short tenure I supported multiple different teams and products, across web, mobile, and wearables.

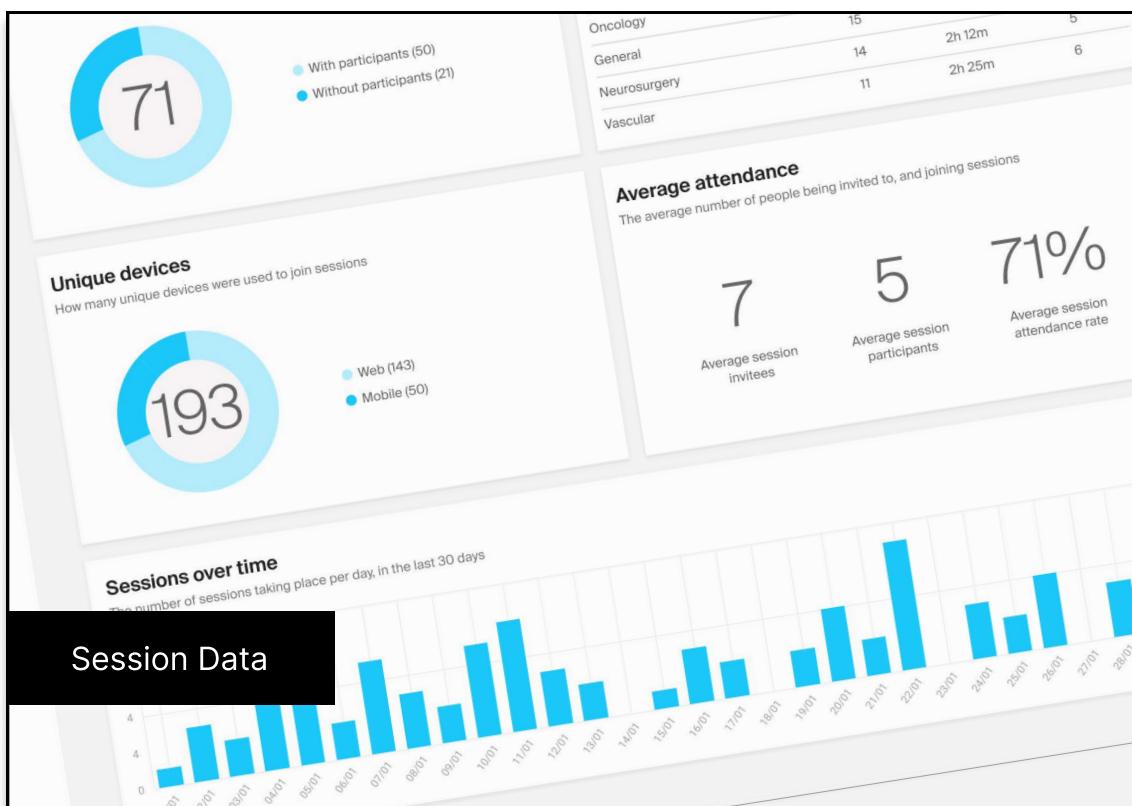
Proximie's primary product offering is a telepresence platform, allowing hospitals, surgeons, and medical device companies to stream from the operating room, to practically any device in any location. The footage can also be recorded to the cloud, for later viewing and editing.

After a few weeks of familiarising myself with the healthcare industry and Proximie's products, I was tasked with leading design activities for the Mobile team, and providing updated designs for the iOS and Android apps to accommodate various changes and new features.

Following this, I continued supporting the Mobile team in their combined work with the Wearables and Marketing teams, on the launch of a new wearable hardware offering called *PxLens*.

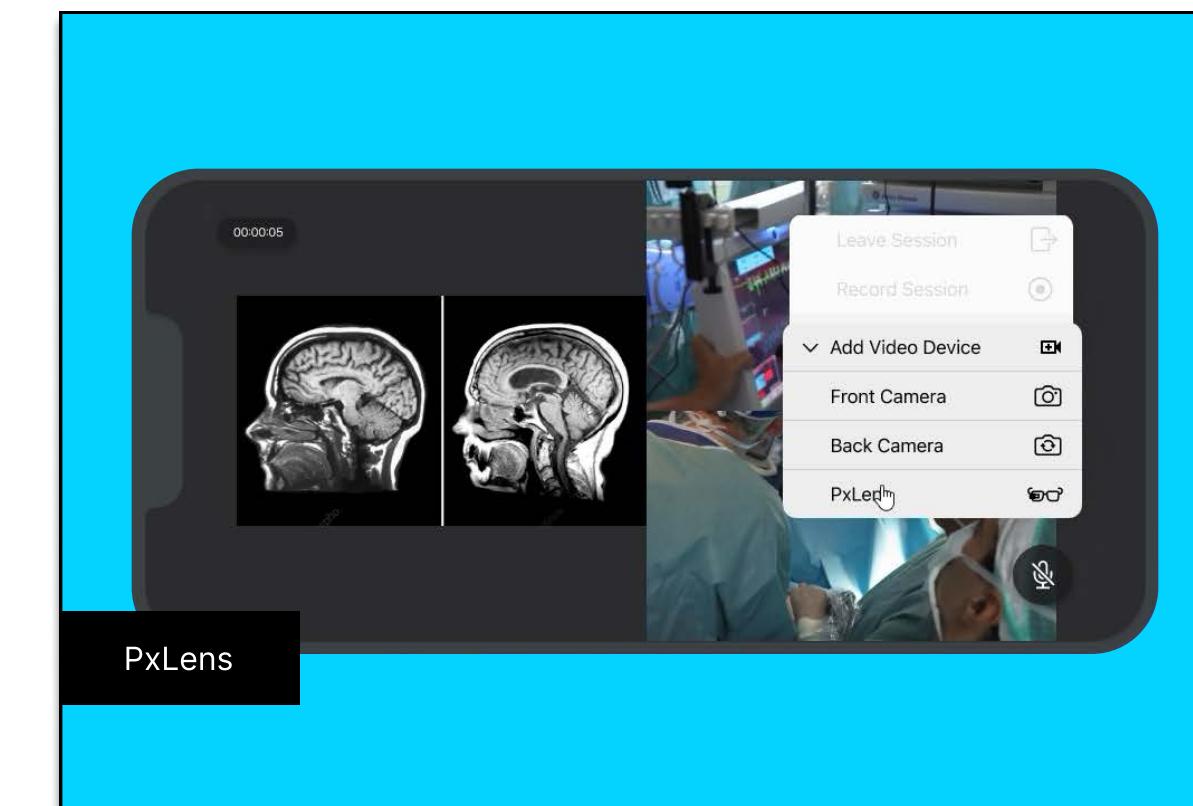
My largest project was leading the discovery, development, and design, of a core new feature that had been on and off the development roadmap several times under various names and scopes.

## Major projects



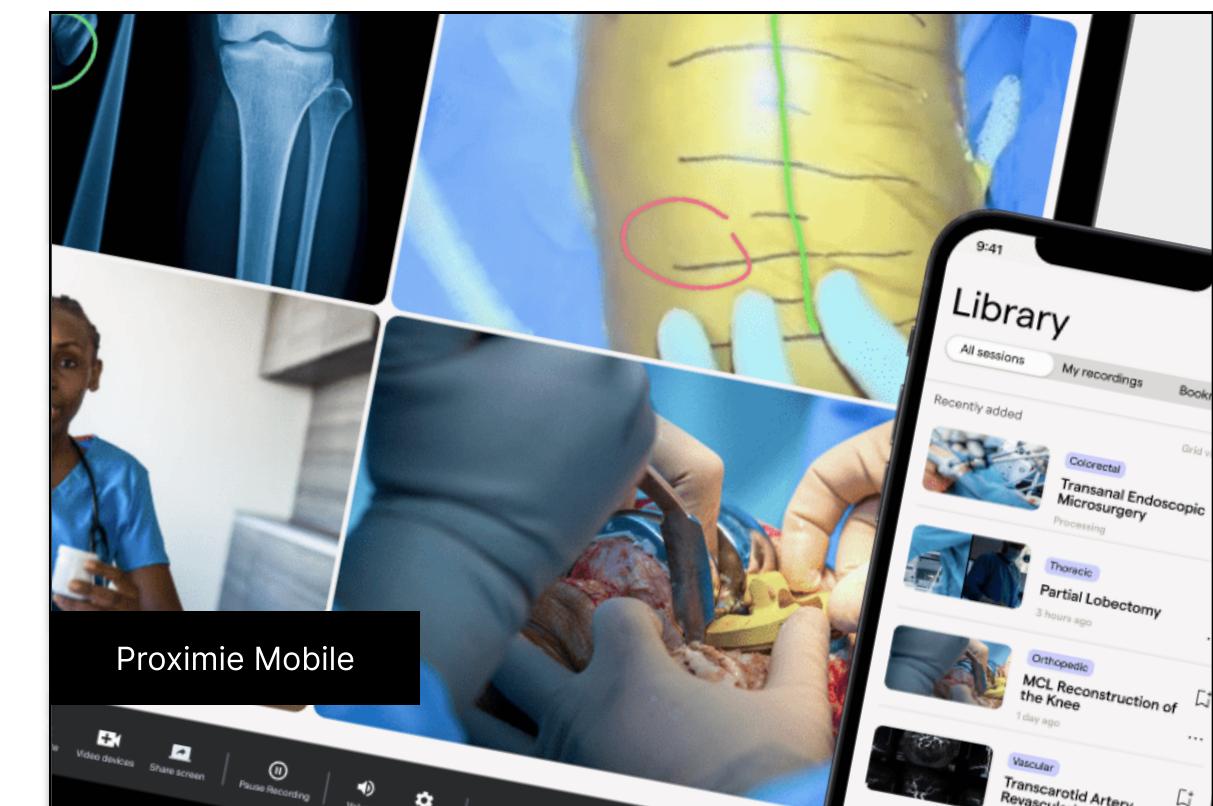
*Session Data* was the internal name given to our initial data insights feature, that would allow users of Proximie to understand their usage of the platform.

The project grew from a simple reporting tool to become a fully fledged data dashboard, involving several rounds of user research, multiple prototypes, at least three different iterations of high fidelity designs, and many important lessons learned.



*PxLens* is a wearable camera rig that allows the wearer to stream 4k video and audio of their point of view. Utilising custom software we could stream surgery in real time from the surgeon's point of view.

I supported this project with designs for the iOS and Android companion apps, as well as isometric diagrams and illustrations for the user manual.



The Proximie mobile app allows users to join sessions from anywhere, on many different devices, whether they are a surgeon in remote location requiring advice, or a student in a dorm observing surgery to learn from.

Working with the Mobile team, I created new designs for both iOS and Android, to account for new upcoming features and various changes made after user testing.

## Team structure

All teams at Proximie were cross functional and included a lead engineer, and a number of front-end, back-end, and test-automation engineers. Product designers and product managers supported multiple teams, depending on road map priorities, deadlines, and availability.

The company as a whole was primarily spread across the UK, North America, and Lebanon, with certain teams all based in one locality.

## Development methods

The product design time followed the double-diamond process, though the amount of time allocated to research and discovery was often limited, providing many challenges when it came to understanding the problems we were trying to solve.

We primarily utilised Figma, Miro, and Usertesting.com, as our design, prototyping, and research tools. Our engineering teams followed agile development methodologies, releasing usable features and improvements on a two-week sprint schedule, with a different team member hosting stand-up each day.

# Visuals

The first version of Session Data, when the scope was primarily a reporting tool for viewing attendance reports and general usage statistics.

The product design team at Proximie utilised [usertesting.com](#) and Miro heavily for conducting and documenting research, synthesizing data, and generating useful output.

Design documentation and feedback happen at multiple stages, and Figma allowed us to easily leave comments, notes, and explanations, for the other designers and engineers.

Releasing our own customised hardware also meant creating our own user manuals, which required recreating many diagrams in high detail vector format.

The final iteration of Session Data evolved into a full blown data dashboard, with several tabs for different product features, multiple charts, graphs, and data tables.

Using the prototyping tools in Figma, we would often create clickable prototypes which we would then record, to use when sharing early progress with the rest of the company.

# Highlight

## Designing For The Future (Web, Product)

Proximie's product and engineering roadmap is driven by three core 'pillars'; Telepresence, Content Management, and Data Insight.

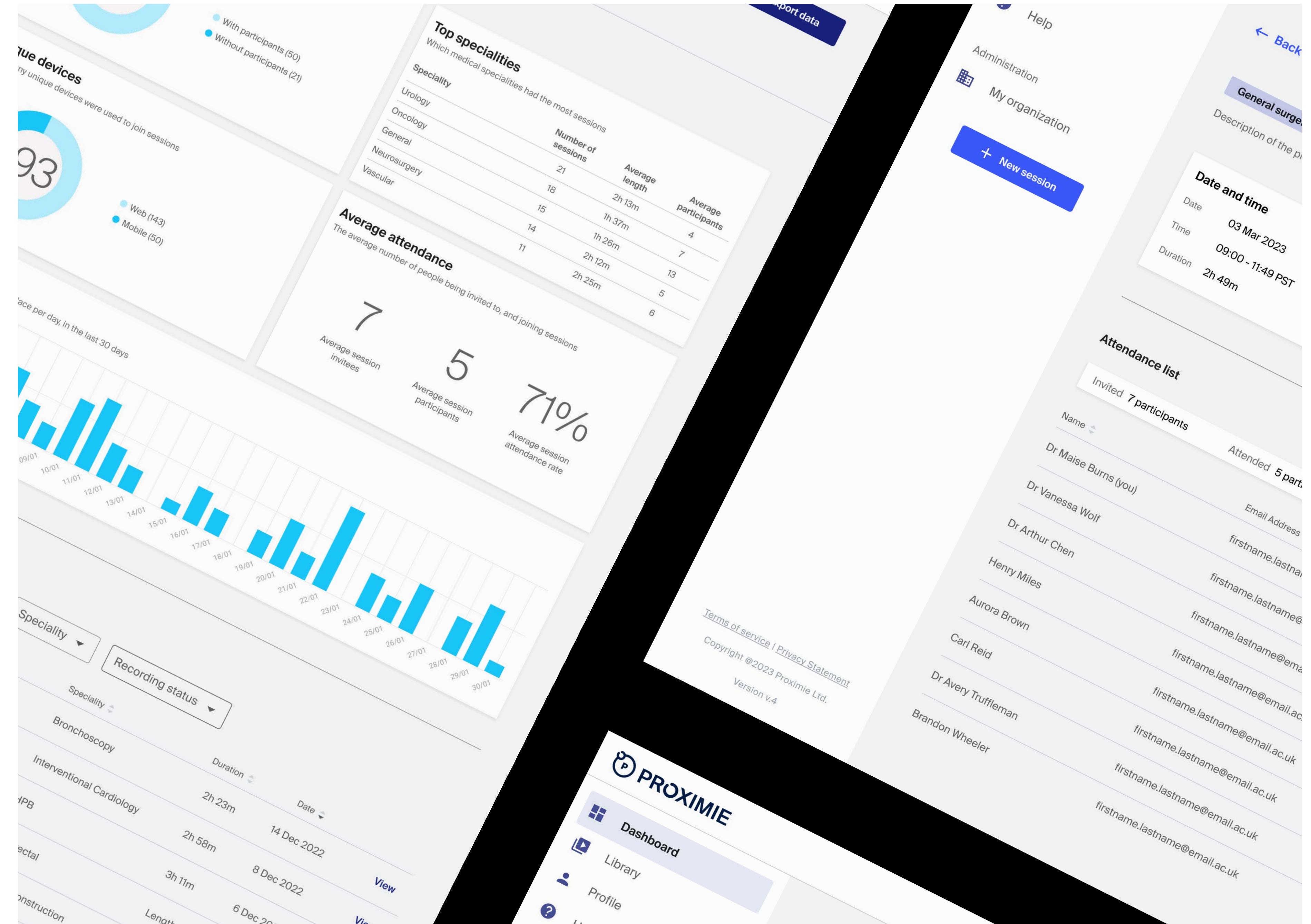
Whilst the telepresence and content management features of the platform were well established and constantly growing, data insights had not yet seen any development.

'Session Data' represented the first step towards building real data insight tools, by aiming to provide simple reporting tools for certain customers, who we were already manually creating reports for. This provided a solid problem statement to solve for, as we knew the customer, what they wanted, and why they wanted it.

After initial research, discovery and prototyping around the existing problem statement, it was decided that the scope of 'Session Data' should be expanded beyond the initial problem statement, with the idea to deliver a fully fledged data dashboard.

This case study is an exploration into what can happen when trying to design for scenarios, requirements, and problems, that don't yet exist. The good, the bad, and everything in between.

CASE STUDY COMING SOON



# Concirrus

Senior Product Designer  
March 2019 - March 2022

PRODUCT DESIGN

VISUAL DESIGN

DESIGN SYSTEM

InsureTech specialising in web-based SaaS platforms  
that deliver insight and analysis on risk in the marine,  
automotive, and property industries

I joined Concirrus as Senior Product Designer in March 2019 to lead design efforts on the development of our new automotive insurance insight platform, *Quest Motor* (later rebranded as *Quest Automotive*).

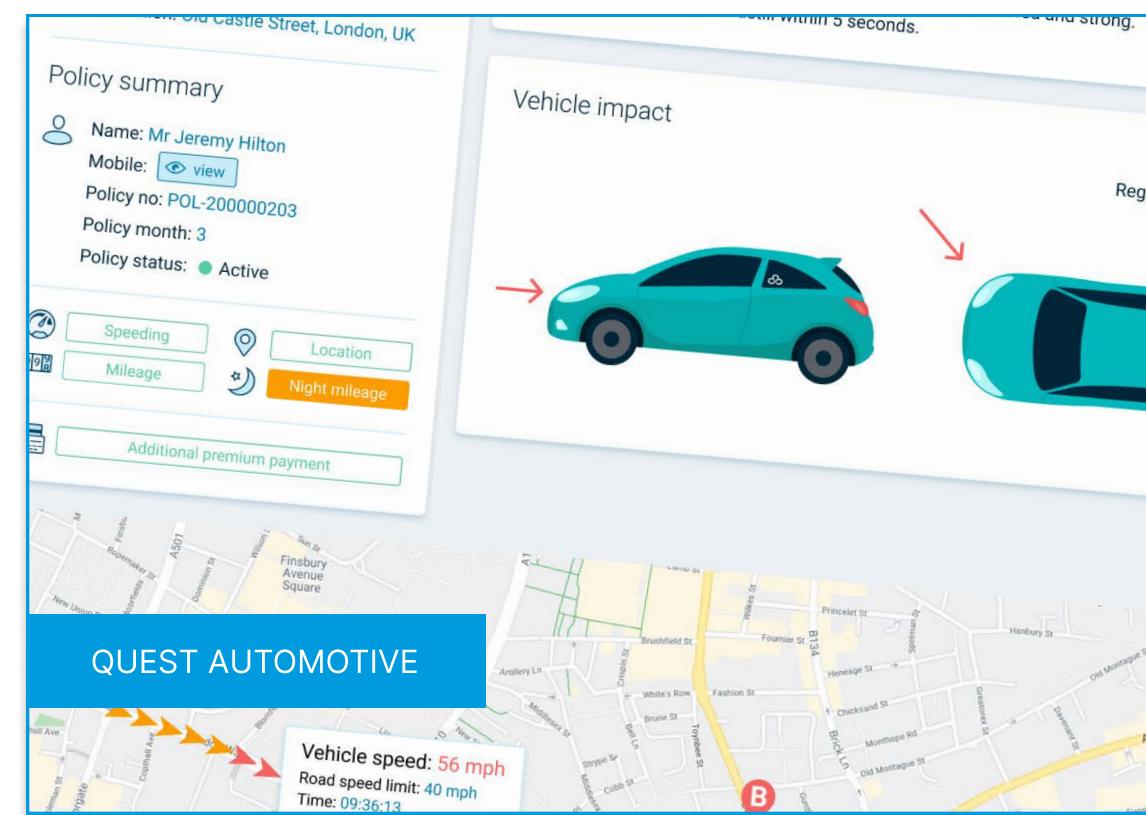
In mid-2020, my team and I were re-tasked to work on *Submissions*, a major new feature for our flagship marine insurance platform, *Quest Marine Hull*. *Submissions* massively improved the speed with which our clients handled their inbound business.

In late 2021, Concirrus completed the acquisition of Spark Insights and its property insurance product, which I worked on incorporating into the rest of our product portfolio as *Quest Property*.

As part of the larger design team, I lead development of the more UI-centric aspects of our workflow, such as our component library, design language, and iconography.

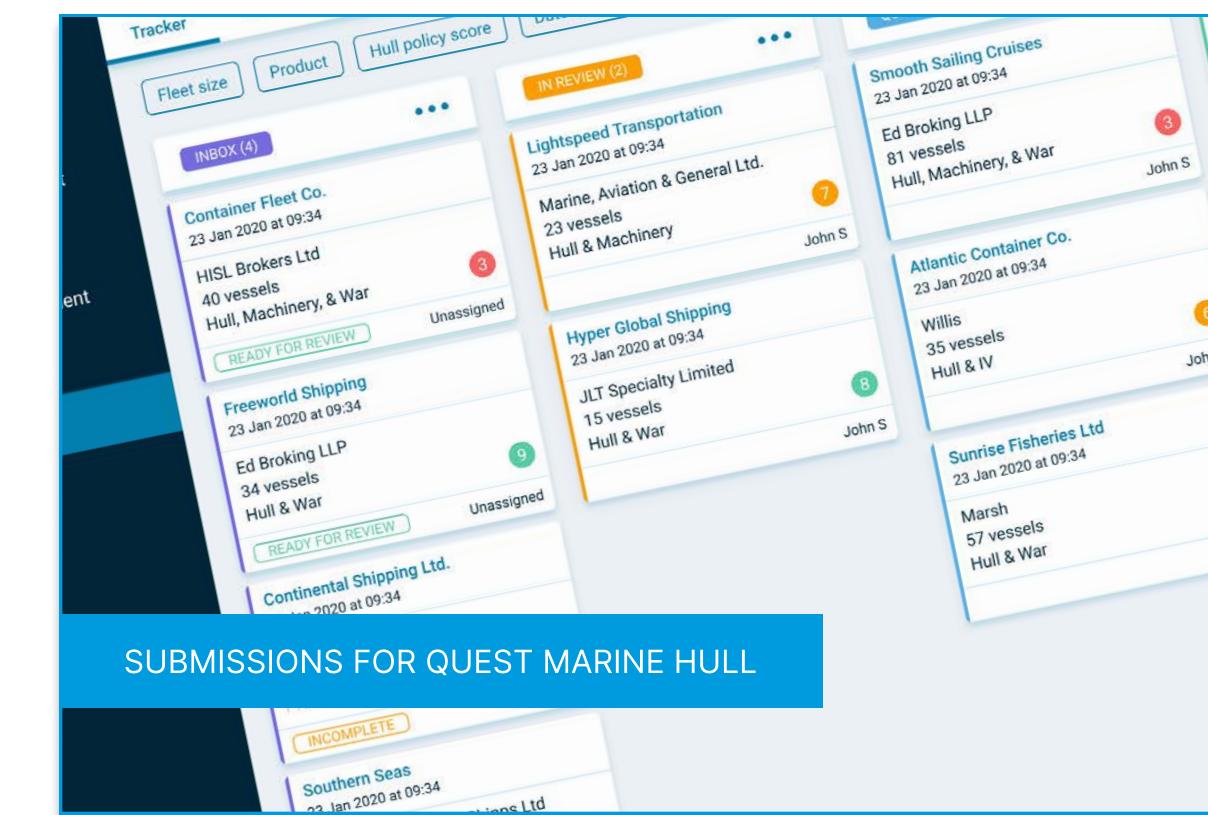
I was also a key part of our Values Committee, an ongoing project team that aimed to rebuild our company values from the ground up to better represent our company and its place in the world in 2021.

## Major projects



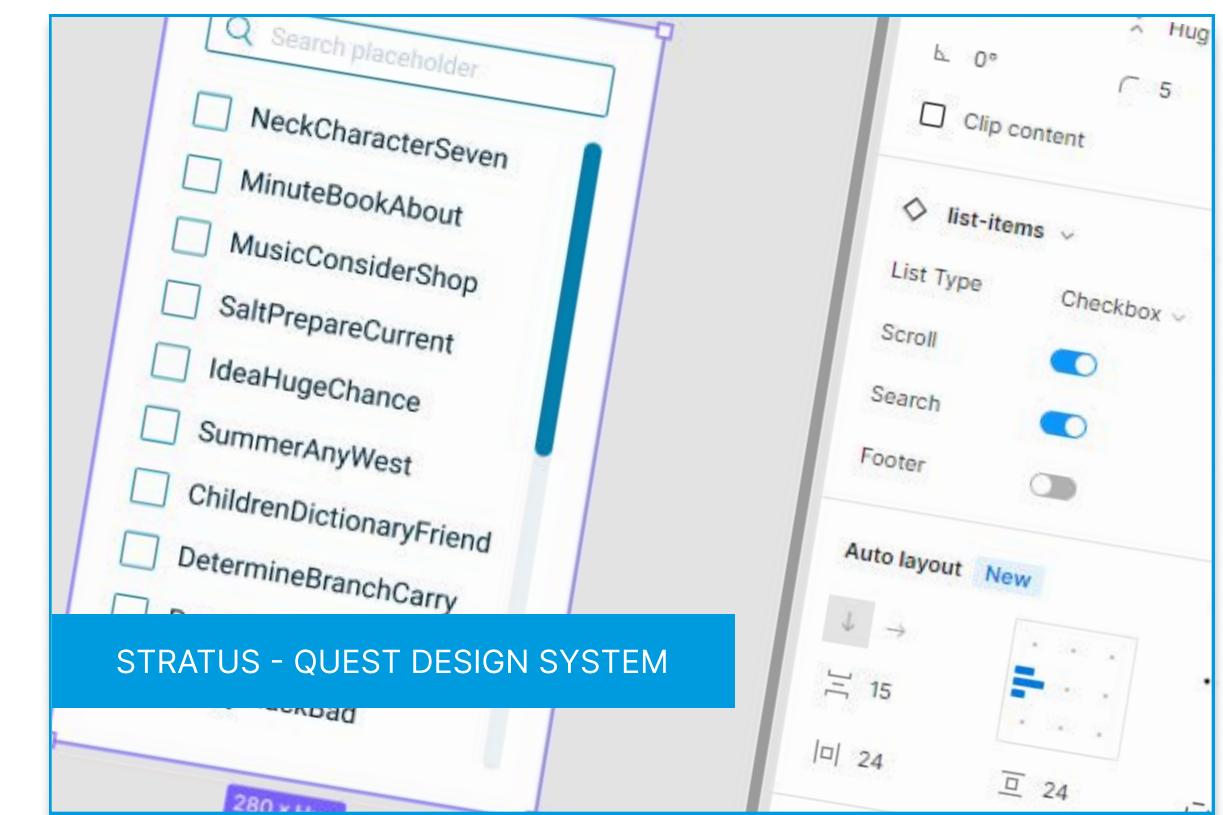
*Quest Automotive* is a web-based SaaS platform designed to give our clients improved insight on the risk of their insured drivers and vehicles.

I was instrumental in launching this product to our first partner, migrating our design files from Sketch to Figma, as well as scoping and designing completely new post-launch features for new clients, such as displaying dash-cam footage from vehicle impacts.



*Submissions for Quest Marine* was developed in response to the Covid-19 Pandemic to automate the ingestion of insurance submissions, an aspect of insurance that is often handled in person.

This involved end to end product design, such as requirements gathering, mapping user flows, lo-fi prototyping, hi-fi designs, interactive prototypes, and launch of an MVP to multiple clients.



Our component library was built from the ground up after we migrated from Sketch to Figma. We used a cross-product master library for shared components and design language, and local libraries for product specific assets.

The library took advantage of all of Figma's features, such as auto-layout and variants, as well as versioning, text and colour styles.

## Team structure

I was part of a small cross-functional team composed of one product designer (myself), two front-end developers, two test automation engineers, and three back-end developers. The team was lead and supported at different times by a product owner, product manager, or subject-matter expert.

The wider design team consisted of two other senior product designers, and one junior product designer, who looked after our other product offerings, *Quest Marine* and *Quest Cargo*.

## Development methods

We leaned heavily on the double-diamond process to support our research and design functions. We used tools such as Sketch, Figma (and FigJam), Miro, Lucid Chart, Balsamiq, etc.

Our development teams followed agile development methodologies, releasing usable features and improvements on a two-week sprint schedule. Each sprint had planning, scoping, progress, and retrospective sessions, to ensure the team was always in sync and operating from the same information.

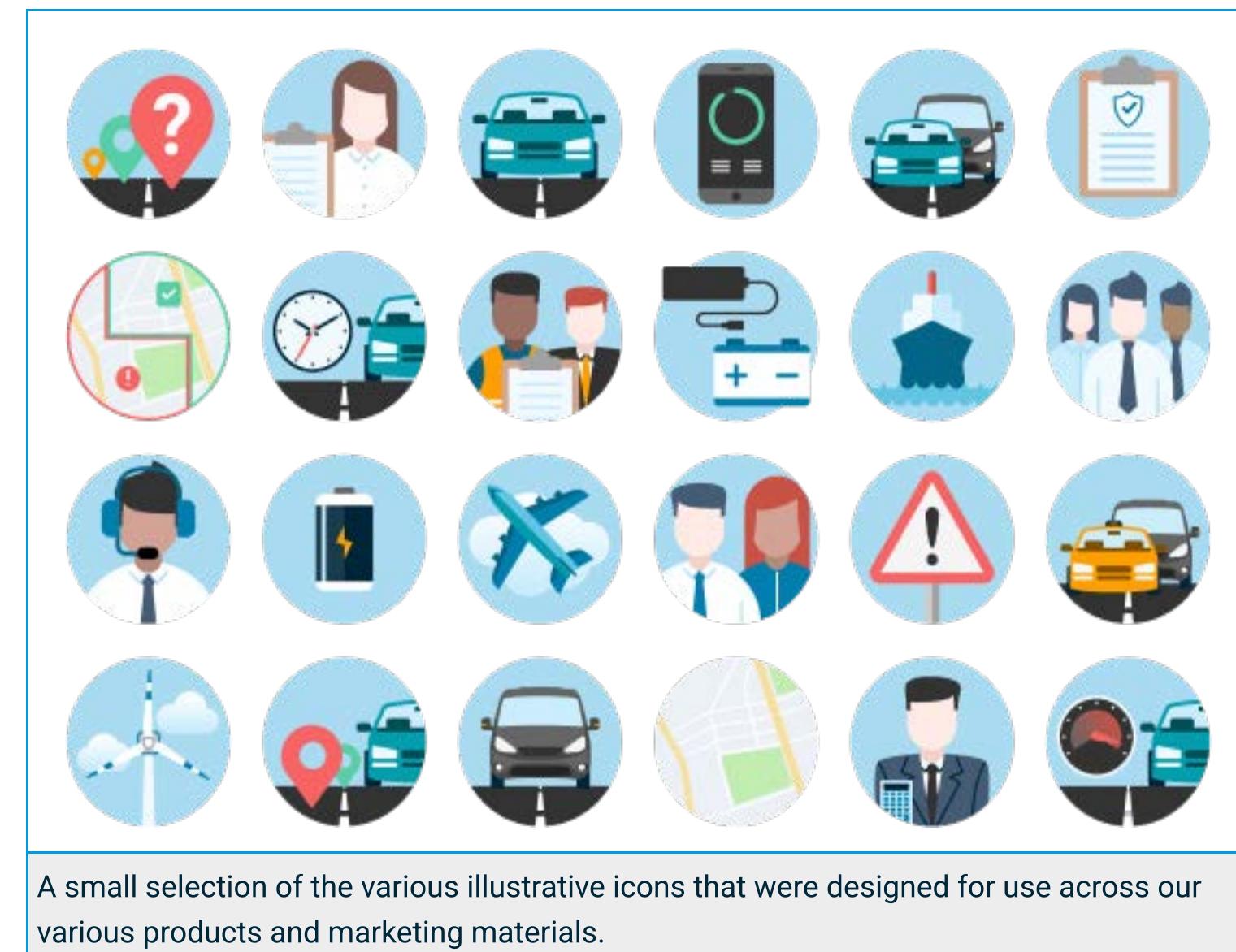
# Visuals

A custom video player we build for displaying dashcam footage from potential incidents. It allowed users to skip individual frames, or a split view with the rear dashcam footage.

The FNOL filtering panel allowed admins to fine tune how events were flagged by our system, allowing for stricter or more lenient filtering parameters.

The analytics dashboard designed and built for Submissions for Quest Marine. It incorporated filters and search elements for fine-tuning the displayed data.

The Tracker was the hub of our Submissions feature, and allowed users to quickly assess and interact with potential inbound business, as well as sort and filter it on many criteria.



During an internal hackathon, we designed and build a prototype mobile app called Quest Fleet Manager, that provided our automotive feature set to people in the field.

# Highlight

## Submissions for Quest Marine Hull (Web, Product)

The Covid-19 pandemic highlighted many aspects of the marine insurance business, which suddenly became more difficult with everyone working remotely.

With large amounts of business suddenly being conducted via email rather than in person, we began working on a concept for our Quest Marine Hull product.

This new submissions module would automate the ingestion of emails, use machine learning models to scan the various attached files for relevant information, and automatically build a policy based on the submission, which included all available information and our own custom modelling scores.

I was responsible for the requirements gathering, discovery, and other research tasks, as well as all aspects of the design process, from simple wireframes, to high-fidelity screens, and finally an interactive prototype.

We were able to go from conceptual discussions to having a working product in only a few months, and was soon after being trialled by multiple customers.

See more at: [tinyurl.com/danr-concirrius](http://tinyurl.com/danr-concirrius)





Product Designer

June 2017 - February 2019

PRODUCT DESIGN

APP DESIGN

BRANDING

SharePoint and Office 365 consultancy specialising in  
bespoke custom intranets and custom SharePoint  
development and deployment

I joined Content and Code as a Product Designer in June 2017, to lead design efforts for *Fresh*, our bespoke intranet-in-a-box product that was built on top of Microsoft Office 365.

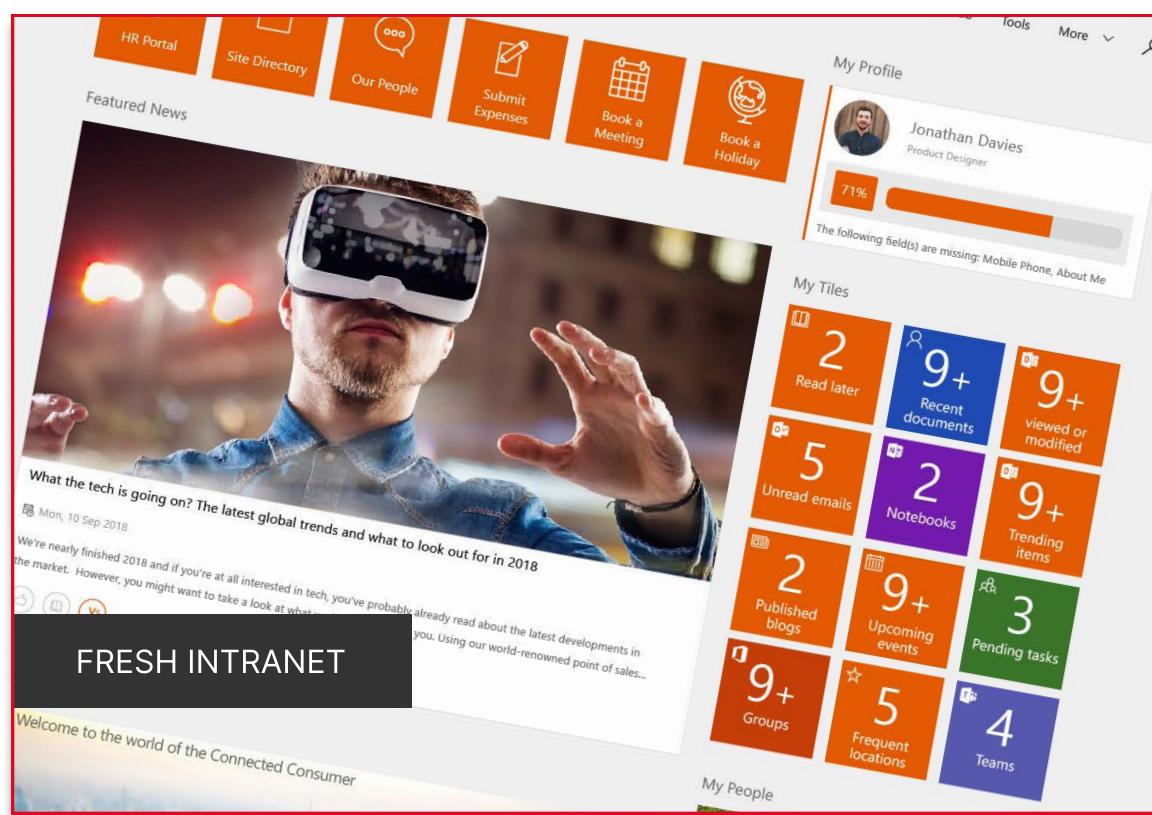
As part of this role, I also assisted the bids and sales team with their pitches by creating customised high-fidelity mock-ups of *Fresh* using the branding and design language of our potential new customers.

Whilst continuing to drive sales and adoption of *Fresh*, we performed a full redesign of the sub site for Fresh Intranet, pushing for a more product-focused

In mid-2018, we began developing an iOS and Android companion app for *Fresh*, that would allow the users access to several key features of the *Fresh* web experience whilst they were on the move.

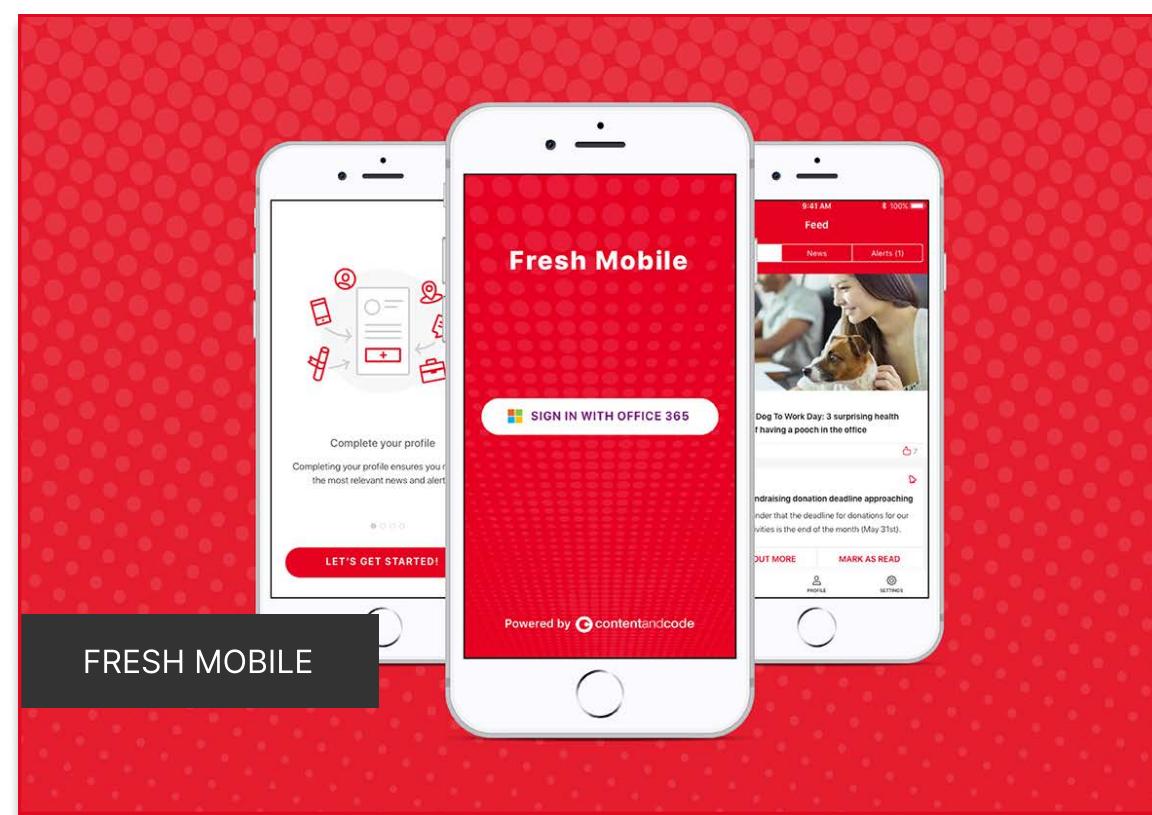
As the only designer at Content and Code I also assisted the marketing team in many of their key projects, including a full redesign of the customer facing marketing website, as well as design and creation of print material such as e-books, one-pagers, and white papers.

## Major projects



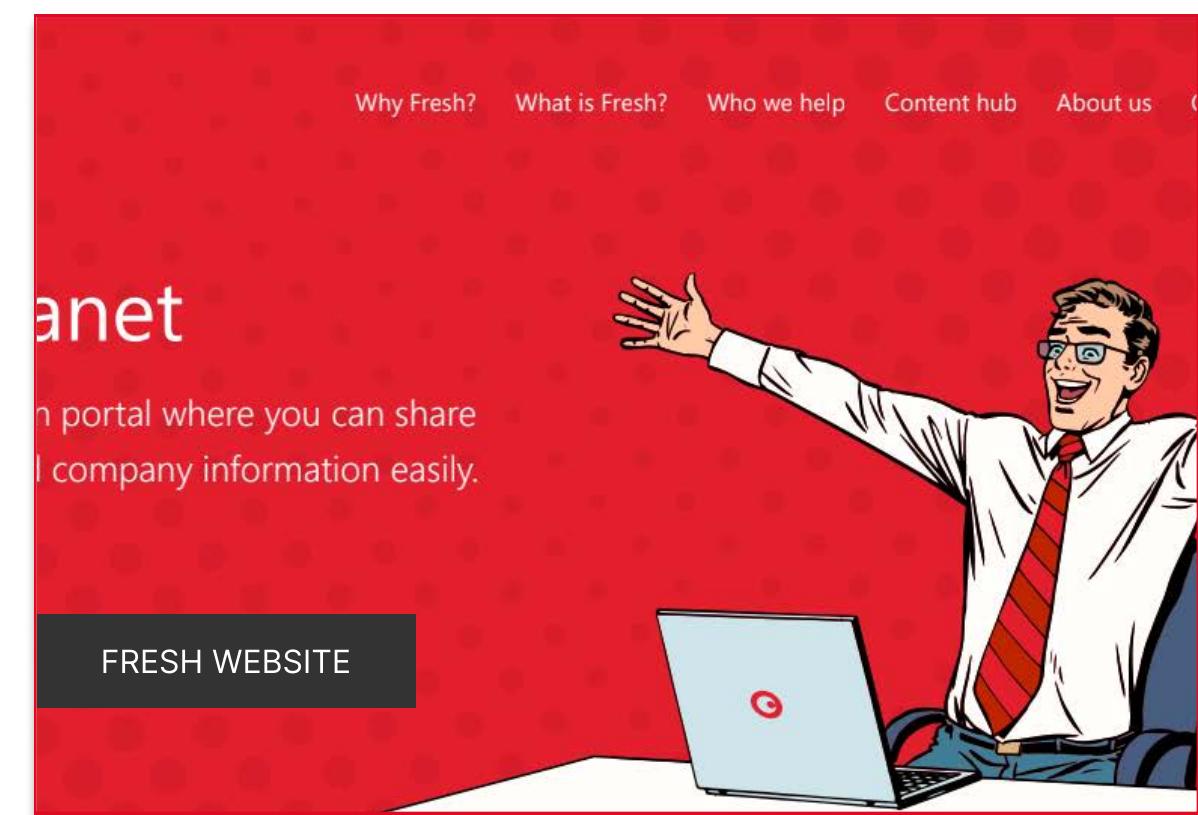
As Product Designer for Content and Code I was responsible for all design aspects of *Fresh*, the company's 'Intranet In A Box' style product, including competitor research and new feature discovery.

I lead the *Fresh Intranet* team through several major product milestones, designing several new features that eventually won us ClearBox's 2019 Intranet Choice award for Innovation.



To capitalise on the continued growth of *Fresh*, we contracted an agency to develop an Android and iOS app for us

I designed the app from the ground up, first creating paper prototypes, then low fidelity mock-ups which we used for internal testing, before creating high fidelity designs which were delivered to the agency to build.



The branding for *Fresh* leaned very heavily on a specific pop-art style, with bold vibrant colours and a retro themed images.

Designing a website that not only showcased the product and its capabilities, but also utilised this design language was an interesting challenge to overcome.

## Team structure

The product team for *Fresh* consisted only of myself, as Product designer, and one developer, who handled the front-end and back-end development and integrating our systems with the Office 365 APIs.

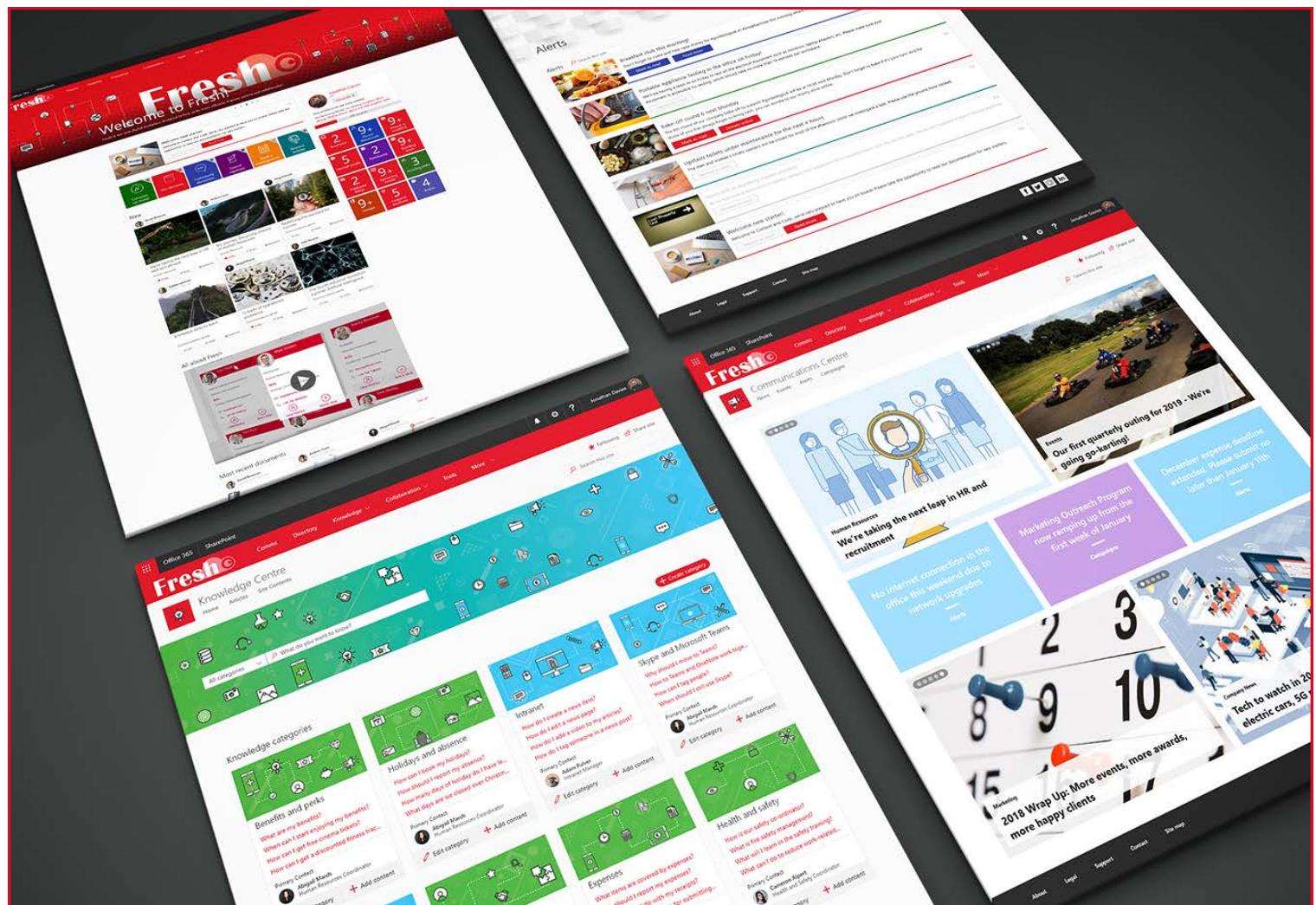
For the development of the *Fresh Mobile* app, we worked with an external agency, who would build out the designs I had developed, and deploy it to our customers.

## Development methods

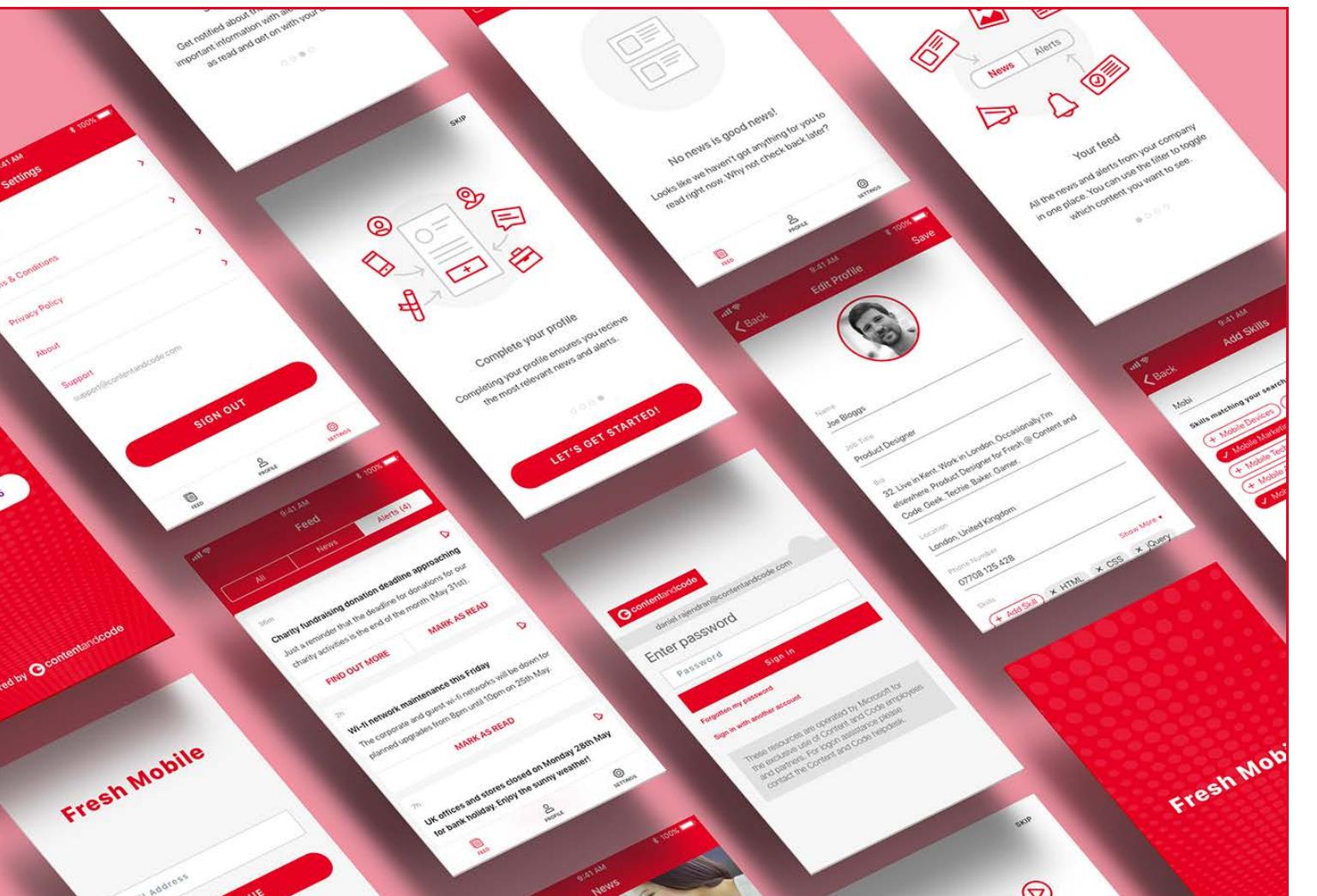
For the design of *Fresh* I started with Adobe Illustrator, and quickly moved to Adobe XD which proved much more lightweight and capable.

For the development of *Fresh Mobile*, I started the initial concepts on Adobe XD, as I had already become familiar with it. When we contracted a development agency to build the app, I rebuilt the designs in Sketch, which were then exported to Zeplin.

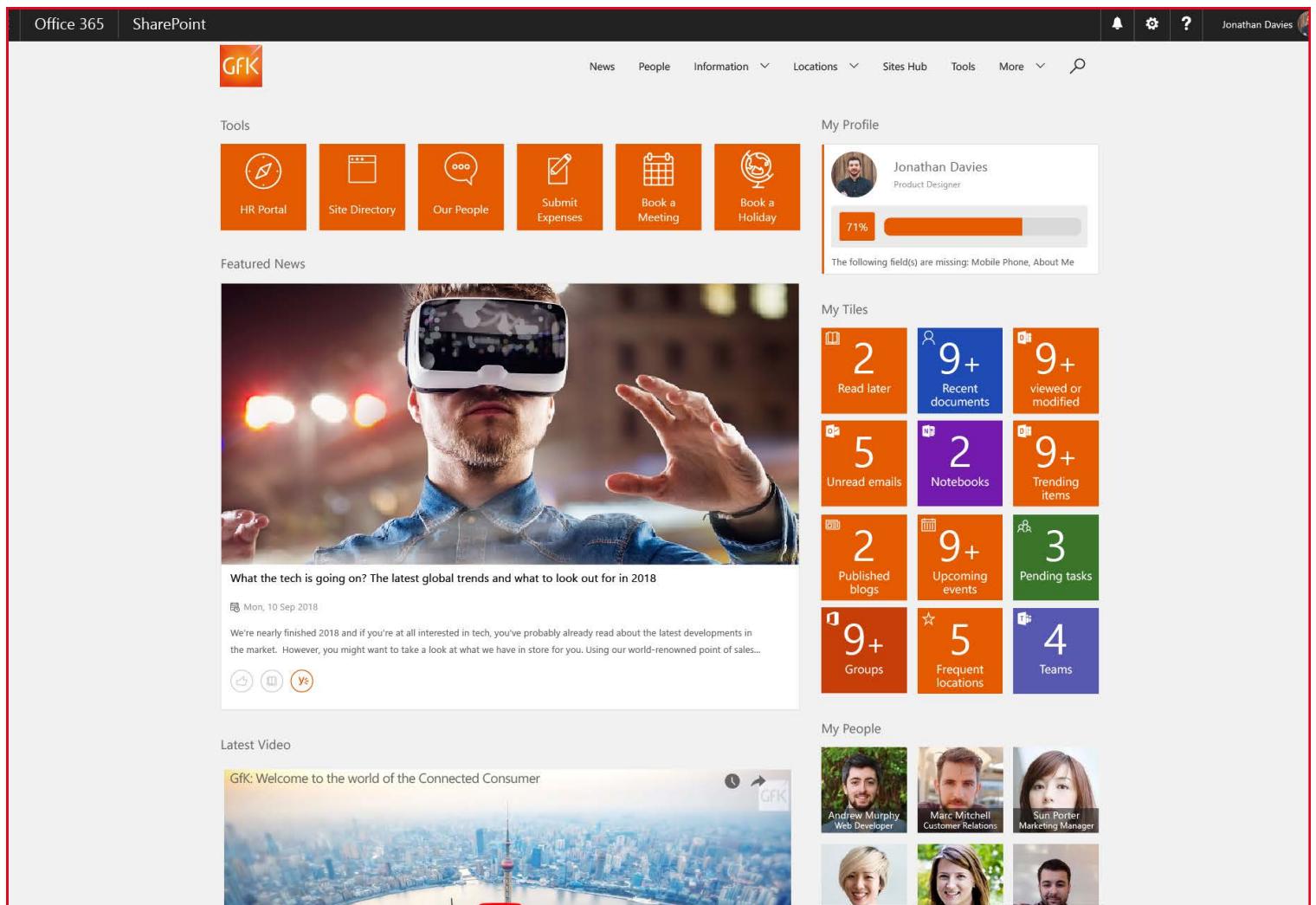
# Visuals



Examples of our own intranet that used Fresh as its base. Having the entire company using our own product on a day-to-day basis was a great source of feedback and insight.



Fresh Mobile was the first mobile app I designed that was actually built and deployed to end users. I designed all aspects of the app, including iconography and motion graphics.



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.



A t-shirt I designed for our 80s/Miami Vice themed summer party. I still thoroughly enjoy getting to design physical items, and getting to see them in person is very satisfying.



As a Microsoft Partner, we attended lots of events and conferences, for which I often designed artwork for stands, booths, roller banners, flyers, and merchandise.



An example of one of the many e-books I designed for our sales and marketing teams. These were often case studies of how our clients were using Fresh in their work lives.

# Highlight

## Fresh Mobile (iOS and Android)

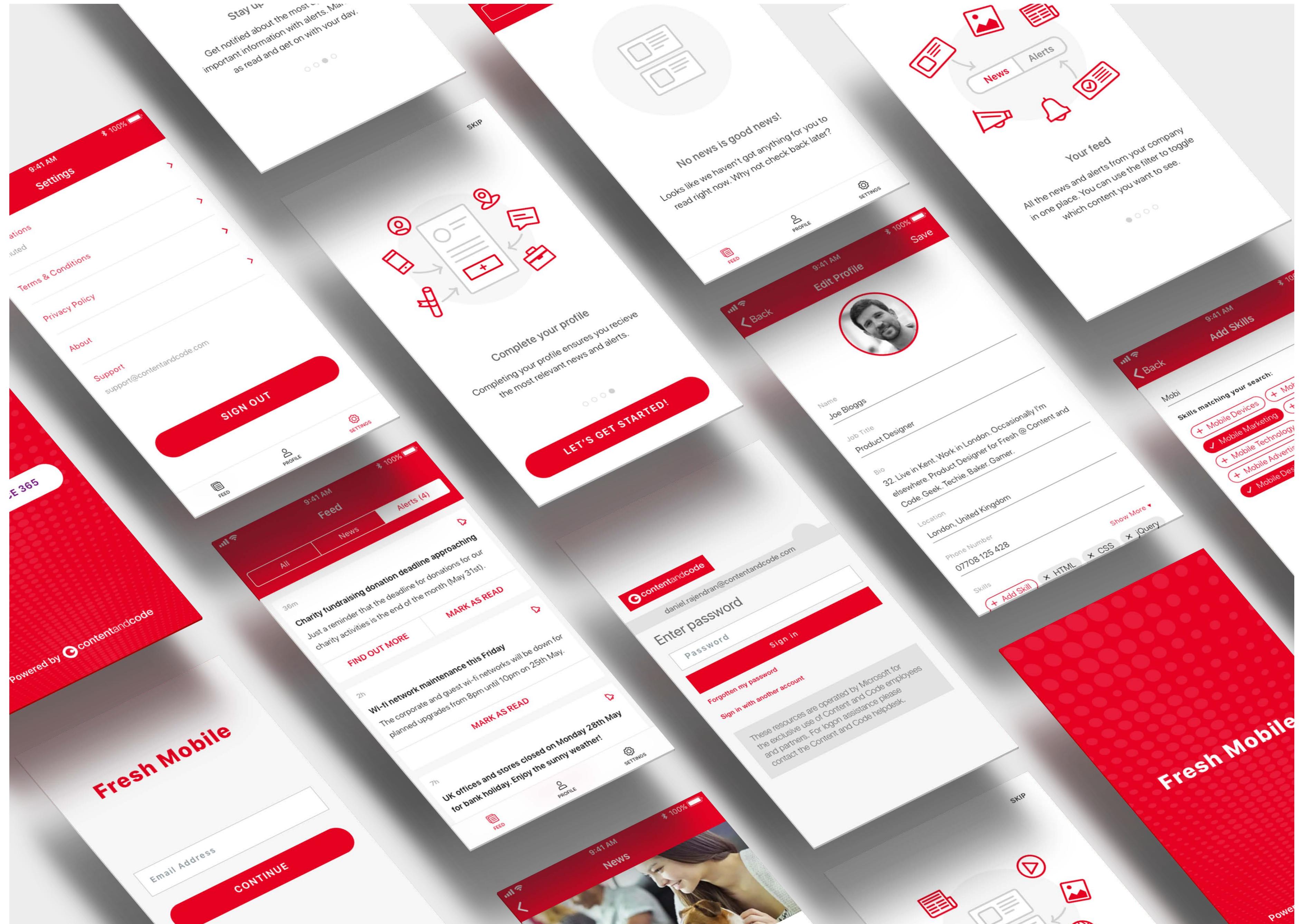
While I had designed a few mobile app concepts for fun or as personal projects, I never got around to prototyping them, let alone having them developed into a working mobile app.

The *Fresh Mobile* app started off as a proof of concept design, which became a clickable prototype to be used in internal testing.

I was responsible for all aspects of the design process; the initial requirements gathering, mapping the user flows, wireframes, low fidelity screens, the low fidelity prototype, iconography, and more.

The designs were then handed off to an external agency that we contracted to build the app for us, and I spent a significant amount of time with them iterating on the original designs as we encountered various hurdles and roadblocks during development.

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





Front-End Designer/Developer  
January 2015 - December 2016

WEB DESIGN

WEB DEVELOPMENT

PRINT DESIGN

Big data and social media startup with exclusive partnerships with Twitter and Facebook to deliver insight and sentiment analysis platforms and tools

I joined DataSift in January 2015, as a Front-End Designer and Developer and first hire for our new London office. I was a part of the marketing team, which was primarily based in San Francisco, but began expanding with additional hires in London and Reading.

My first few weeks were spent in our Reading HQ with the engineering team who had been looking after our commercial websites, learning about our products and technologies.

DataSift's primary business was providing companies with access to data from Twitter's 'fire-hose' of all public tweets. I joined a few months before the launch of our exclusive partnership with Facebook.

The majority of my time was spent designing and developing for our websites and various external landing pages and emails on HubSpot to support the launch of our new Facebook Topic Data service.

With the front-end engineering team, we also completed a project to unify our design language that had got a little disjointed over time, like logo formats, and brand colours.

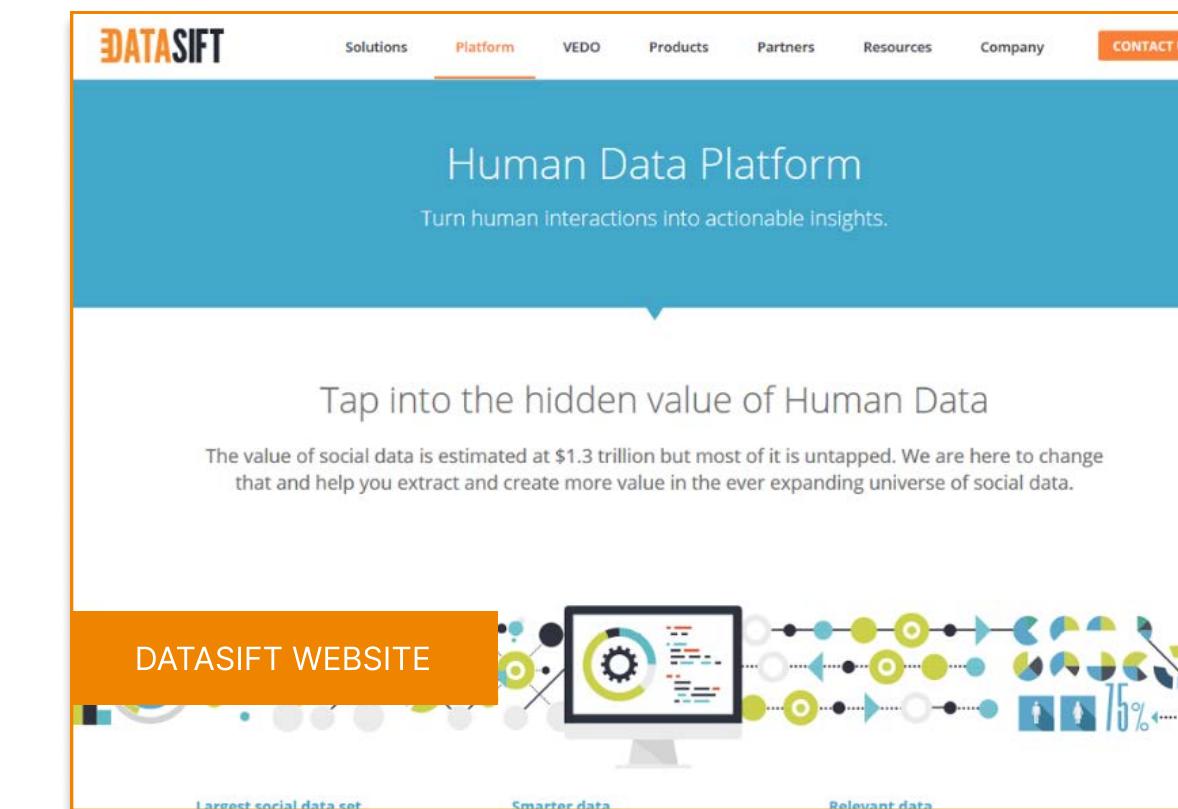
Towards the end of my time at DataSift, I had my first real experience with product design, assisting our product and engineering teams with the development of our first SaaS product.

## Major projects



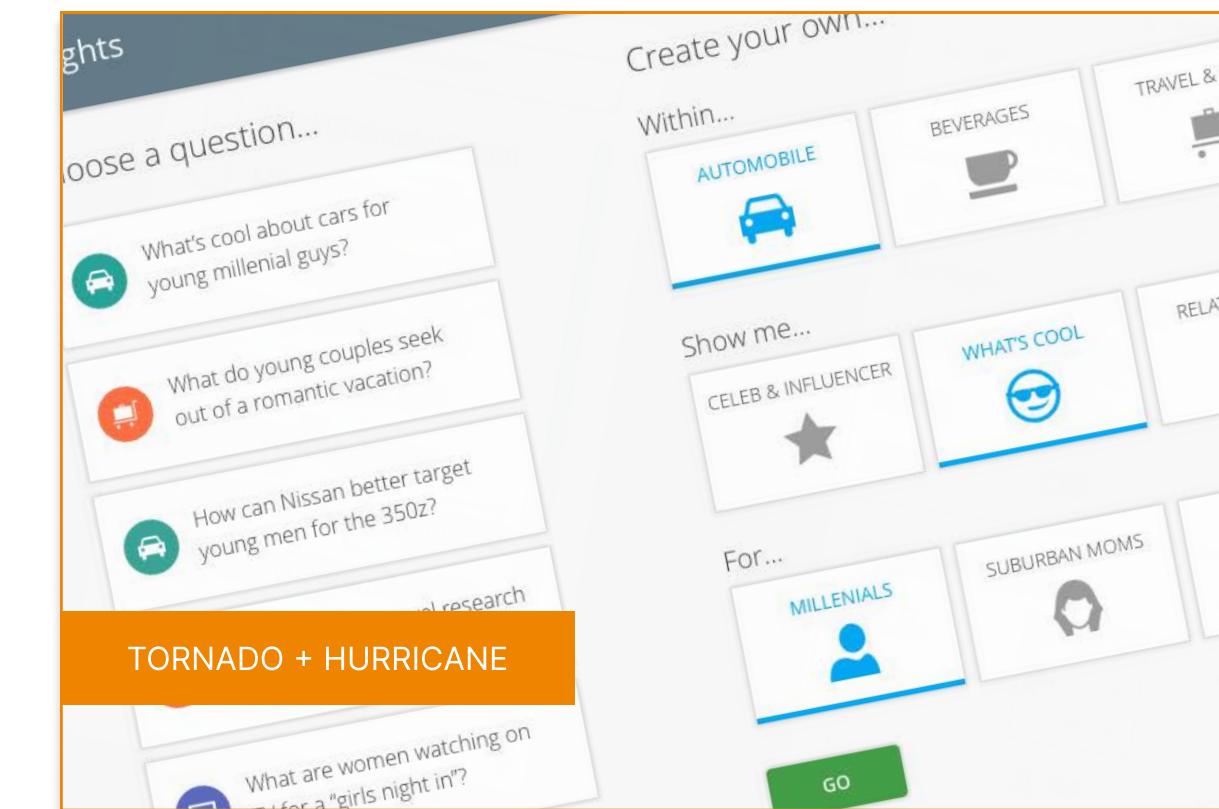
PYLON was our internal project name for our exclusive partnership with Facebook, allowing us to deliver anonymised, aggregated insight about what people were posting about, using Facebook Topic Data.

This partnership involved designing and creating a huge amount of new content, including web pages, emails, e-books, case studies, webinars, illustrations, and even t-shirts.



The DataSift website was built on a lightweight static site generator called Jekyll. It had no plugins, no GUI, and none of the bells and whistles common with a CMS like WordPress.

During my time, I redesigned and rebuilt nearly every page, including building a new partner portal and resource library.



DataSift was mostly a platform company, providing APIs and other data sources for others to build products on. *Tornado* (the back-end) and *Hurricane* (the front-end) were our first attempt at building our own product, a query builder that would allow users to surface their own insight and analytics data.

I helped our product team to design and build our first MVP, and deploy it to our first partner for testing.

## Team structure

The marketing team was split over 3 offices, in San Francisco, London, and Reading, which presented its own challenges for collaborative working. As the majority of my team was based in San Francisco, there was often a significant lag between receiving feedback or design briefs, so I managed my own priorities and workload to fit around the US teams coming online.

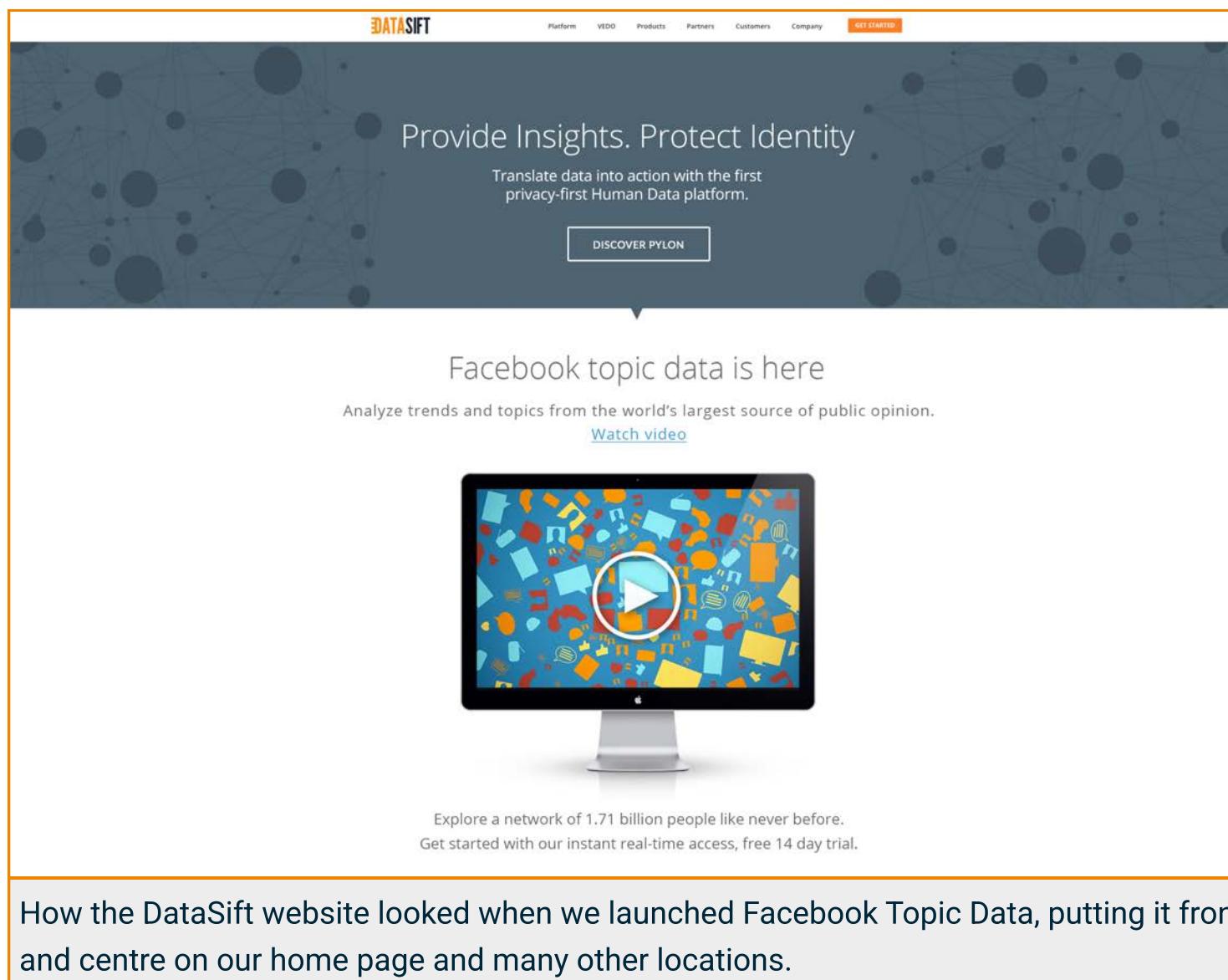
At various times, I also collaborated closely with our front-end engineering team and product team, to support non-marketing activities.

## Tools and technology

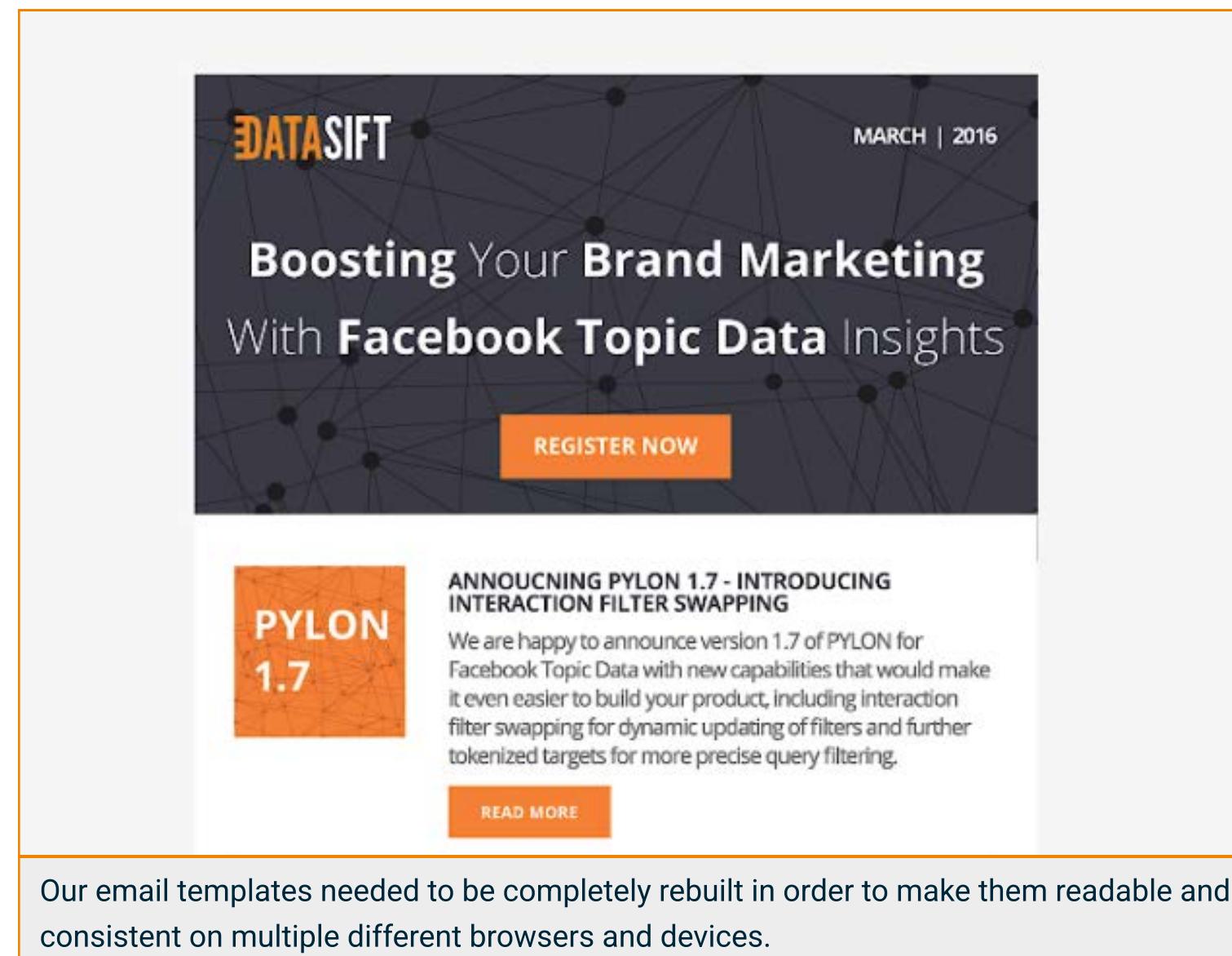
Working on the website required learning about markdown, Jekyll, python, GitHub, and various other technologies that I hadn't yet worked with.

For design tasks I leaned mostly on the Adobe Creative suite, primarily Illustrator and InDesign, with occasional Photoshop to create realistic 3D mock-ups. When I started working with the product team on Hurricane, I started familiarising myself with Sketch as it was the newly emerging industry favourite for UI design.

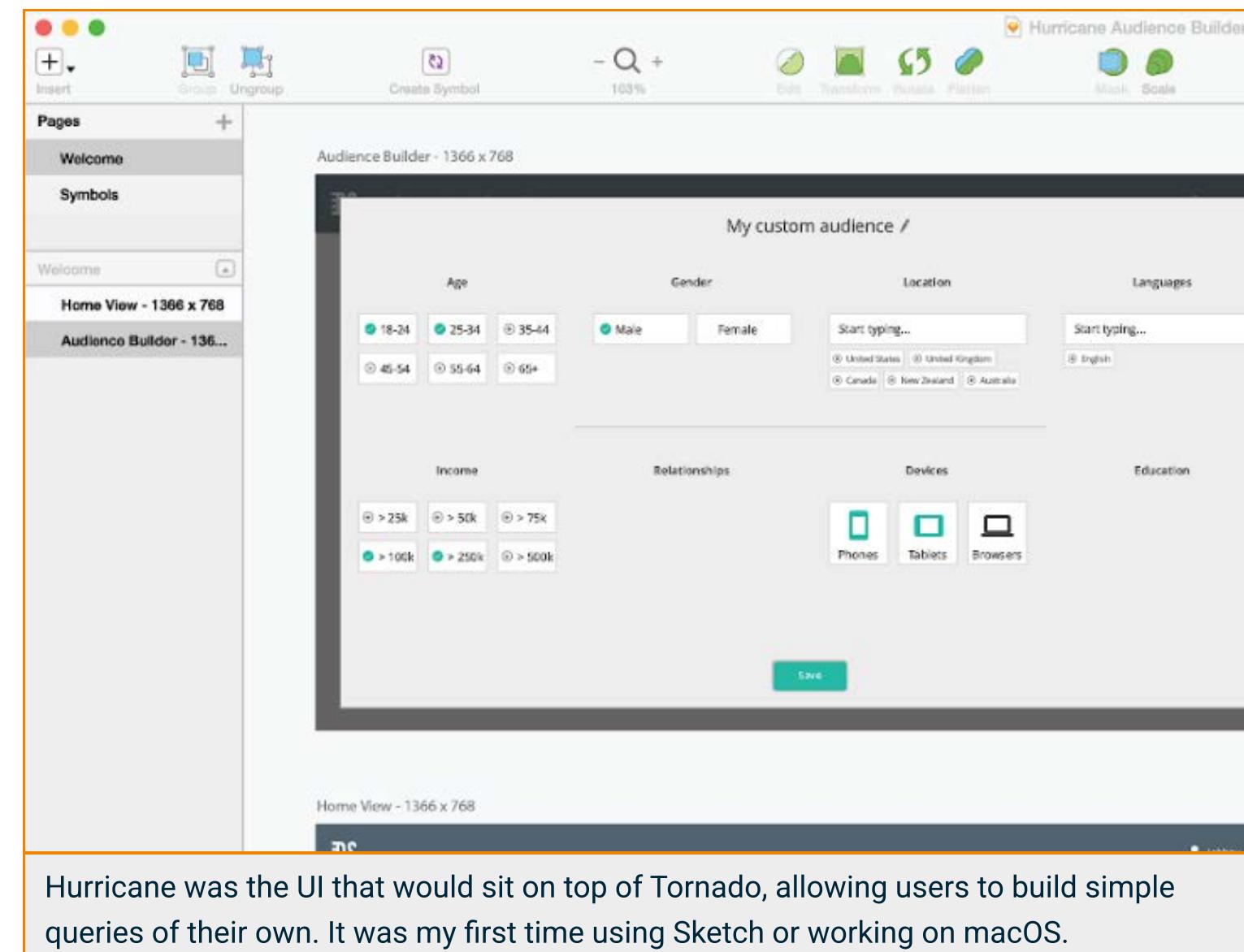
# Visuals



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



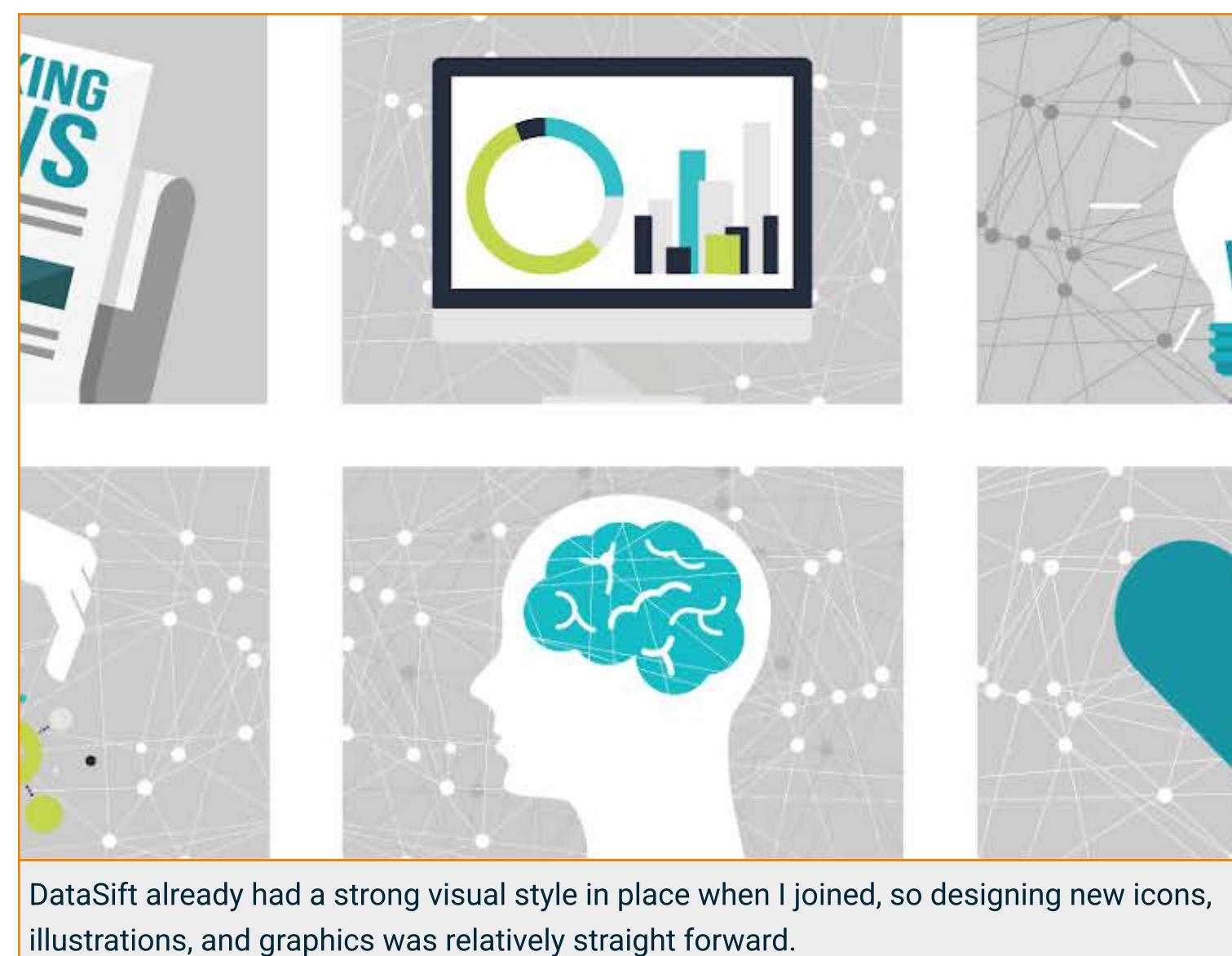
Our email templates needed to be completely rebuilt in order to make them readable and consistent on multiple different browsers and devices.



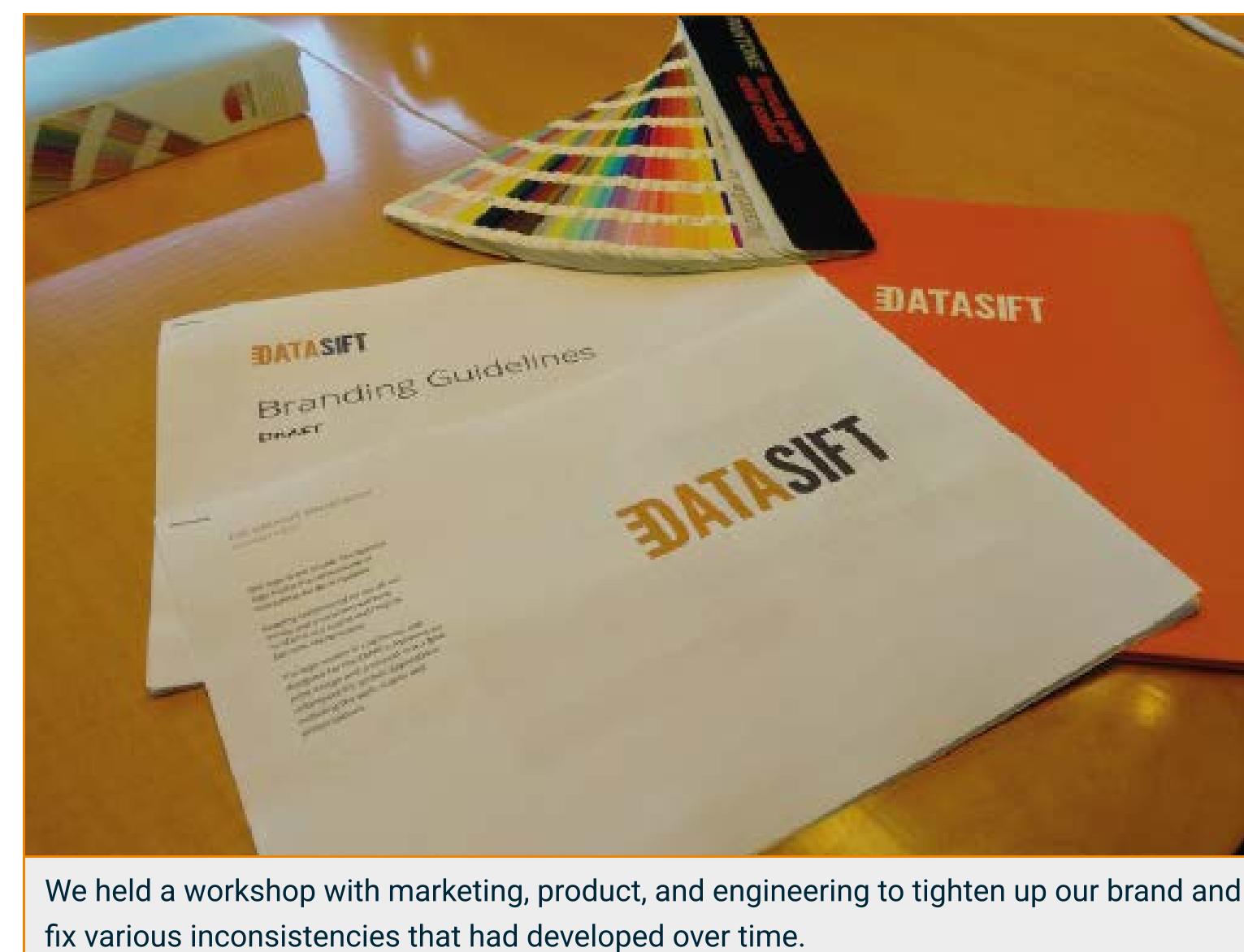
Hurricane was the UI that would sit on top of Tornado, allowing users to build simple queries of their own. It was my first time using Sketch or working on macOS.



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



DataSift already had a strong visual style in place when I joined, so designing new icons, illustrations, and graphics was relatively straight forward.



We held a workshop with marketing, product, and engineering to tighten up our brand and fix various inconsistencies that had developed over time.

# Highlight

## A DataSift Story (Web, Brand, Product)

This presentation is a story of the two years I spent working as a front-end designer and developer for DataSift.

I had many opportunities to gain experience with new technologies, systems, and processes. I set up a dev environment and began coding and designing on a Mac for the first time; I traded in WordPress for Jekyll and learned that you can solve most problems without the help of a plugin; I swapped bulky Adobe apps for new tools like Sketch and Marvel; and with the help of the rest of the design team, revisited the company branding and came up with a new visual direction for the marketing website and sales collateral.

Of all things, the most enjoyable part of my time was working with the product team on application development, and being involved in the discussions and decisions that drive good design.

The majority of my experience prior to DataSift had mostly been following other people's instructions on what to design and build, but coming to DataSift I had the confidence in my own skills to suggest other ways of doing things and take the lead on various tasks and projects.

See more at: [tinyurl.com/danr-datasift](http://tinyurl.com/danr-datasift)

# CONTINUOUS IMPROVEMENT

## A DataSift Story



# huddle

Web Designer  
January 2010 - December 2014

WEB DESIGN

PRINT DESIGN

BRANDING

Tech startup specialising in cloud collaboration and online file-sharing tools, with an exclusive partnership with the UK government to deliver secure tools

# huddle

I joined Huddle in January 2010 on an internship as a Designer for the marketing team, when the company was around 30 people. I was offered a full time position as a Junior Designer a few months later when we closed our Series B round of funding.

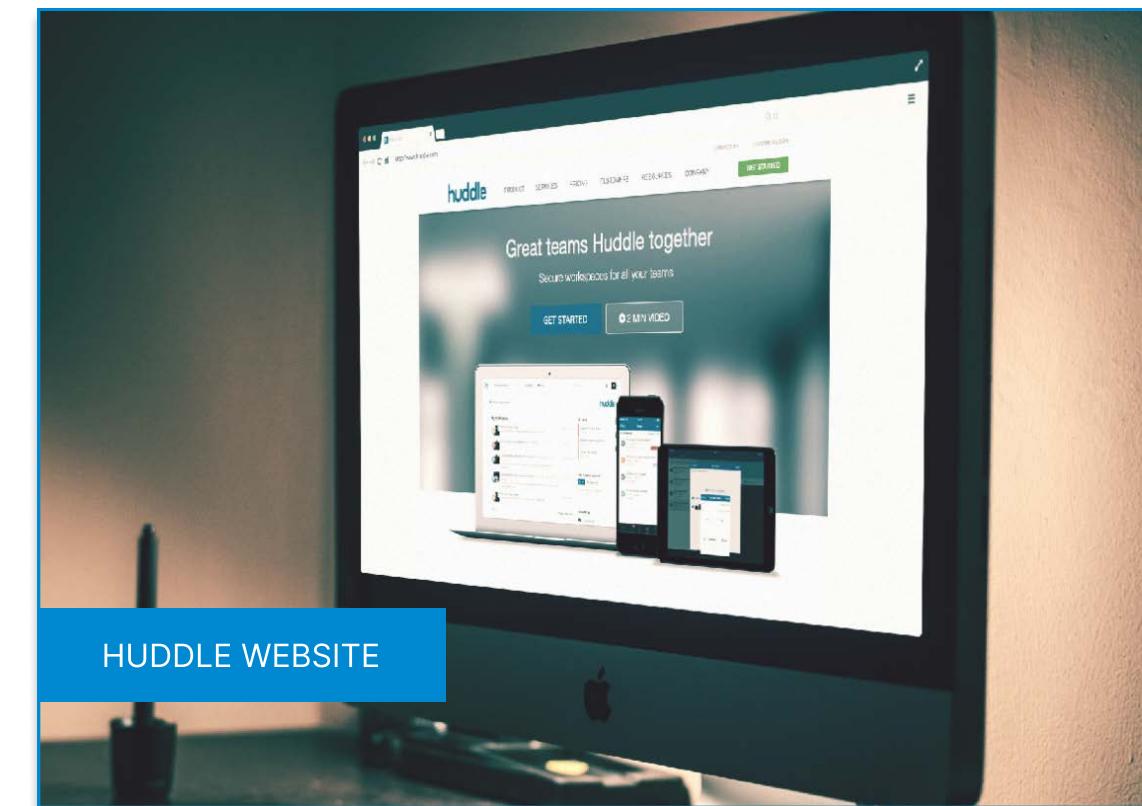
As the only designer in a startup environment, I was in charge of a wide range of things, from designing and coding web pages and emails, to creating all kinds of print collateral, such as business cards, event flyers, posters, e-books, and one-pagers.

As the company and marketing team grew, we embarked on a full company rebrand to shed the ageing Web 2.0 image. This involved creating new brand visuals and messaging, and a complete redesign of the marketing website, blog, and other web presences.

In 2012 Huddle expanded into San Francisco and New York, topping out at about 150 employees. Around this time, I was promoted to Web Designer and began to focus less on the graphic and print design aspects of marketing work, and more on our websites and emails.

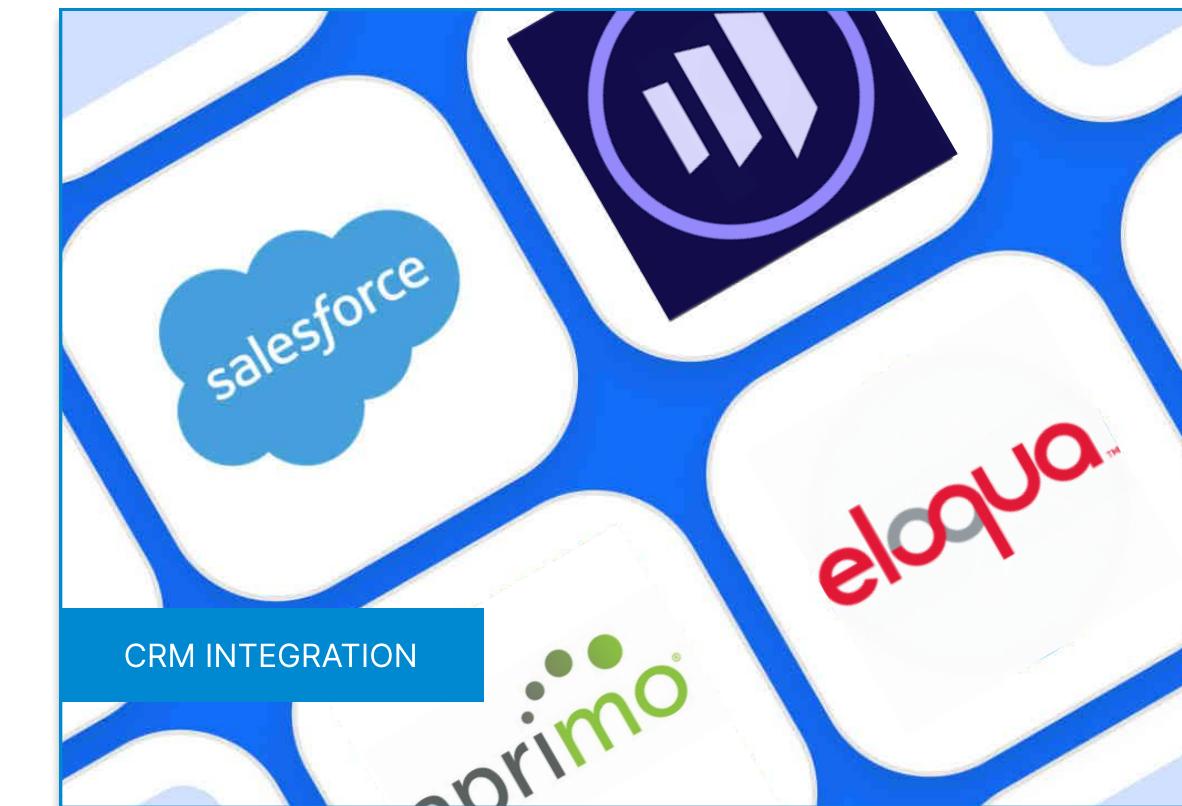
Towards the end of my time I worked more closely with our product team, improving our free and onboarding processes, and unifying the different design languages used by the marketing and product teams.

## Major projects



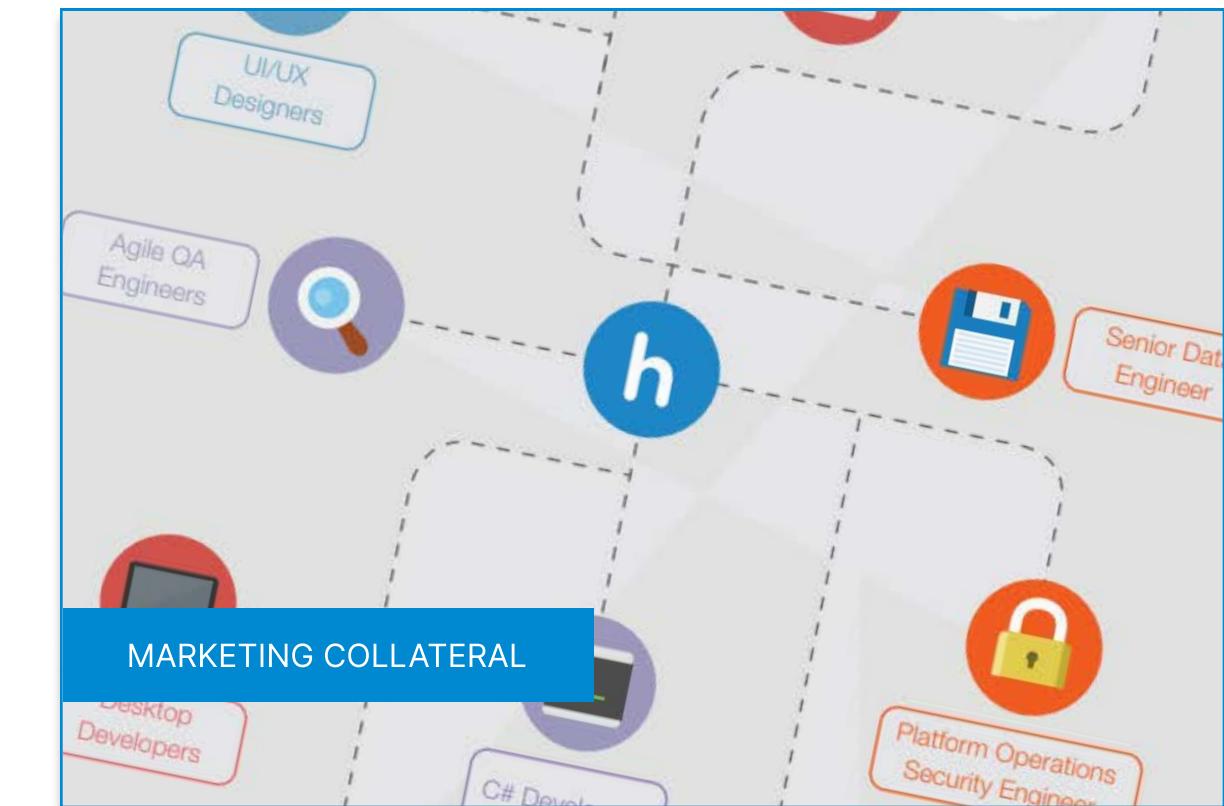
I was responsible for all the design and coding on the Huddle websites, including, layouts, illustrations, design language, iconography, and more.

We went through several full redesigns of the website, blog, and helpdesk, which involved changing CMS, building custom themes, custom plugin development, and integrating various CRM systems.



We used several different CRM systems during my time at Huddle, including Exact Target, Aprimo, Marketo, and Eloqua.

Each system required integrating into the Huddle website and our various other systems, rebuilding of our free trial and lead generation forms, re-tagging of all the pages on our websites, and redesigning of our email templates.



We designed many case studies, e-books, one-pagers, and white papers for our lead generation process, and also to have available at events and customer training sessions.

These were designed in Adobe Illustrator and InDesign, in both web and print formats, US and UK paper sizes, and occasionally other languages.

## Team structure

I was the only designer at Huddle for a significant amount of time, and although the marketing grew quite large, and we eventually hired another designer, I was the only one responsible for our websites and emails.

I worked most closely with our head of marketing and marketing manager, and eventually sat in with the engineering team on their sprint meetings when there were projects that spanned marketing and product.

## Tools and technology

Starting out fresh from university, I was mostly only familiar with Photoshop. I quickly taught myself how to use Fireworks for creating web-optimised images, Dreamweaver previewing HTML and CSS as I wrote it, Illustrator for graphic work and illustrations, and InDesign for multipage documents.

I familiarised myself with version control tools, Bootstrap, jQuery, PHP, print standards. I also learned the ins and outs of WordPress, how to make my own themes and plugins.

# Visuals

The screenshot shows the Huddle website homepage. At the top, there's a navigation bar with links for 'THIS IS HUDDLE', 'USING HUDDLE', 'CUSTOMERS', 'RESOURCES', 'ABOUT US', and a prominent 'TRY IT FREE' button. Below the navigation is a large graphic featuring a stylized letter 'P' over a city skyline and clouds, with a tablet displaying a calendar interface. The main headline reads 'P is perfect for Professional Services'. Below it, a sub-headline says 'Deliver projects faster with our easy-to-use collaboration and project management tools. Try Huddle now >'. A navigation bar below the headline includes categories like 'Adoption Guarantee', 'Agencies', 'Brands', 'Professional services' (which is highlighted), and 'Government'. Underneath, three sections are shown: 'MANAGE PROJECTS', 'SHARE FILES', and 'COLLABORATE WITH PEOPLE'. A red circular stamp at the bottom right of the page says 'Huddle Adoption GUARANTEE'.

The Huddle website after our first major redesign in 2011. This project coincided with a complete rebranding, involving a new CMS, logo, brand language, visuals, and more.

The screenshot shows the Huddle website homepage just before the author left in December 2014. The layout is similar to the 2011 version but with updated design elements. The main headline is 'Great teams Huddle together' with the sub-headline 'Secure workspaces for all your teams'. It features a 'GET STARTED' button and a '2 MIN VIDEO' button. Below this is a grid showing a laptop, a smartphone, and a tablet all displaying the Huddle software interface. A text box at the bottom states: '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%.'



# Highlight

## Huddle History (Web, Brand)

This interactive demo, built using Marvel App, shows how the website looked when I joined in January 2010, through five years of work, ending just before I left at the end of 2014.

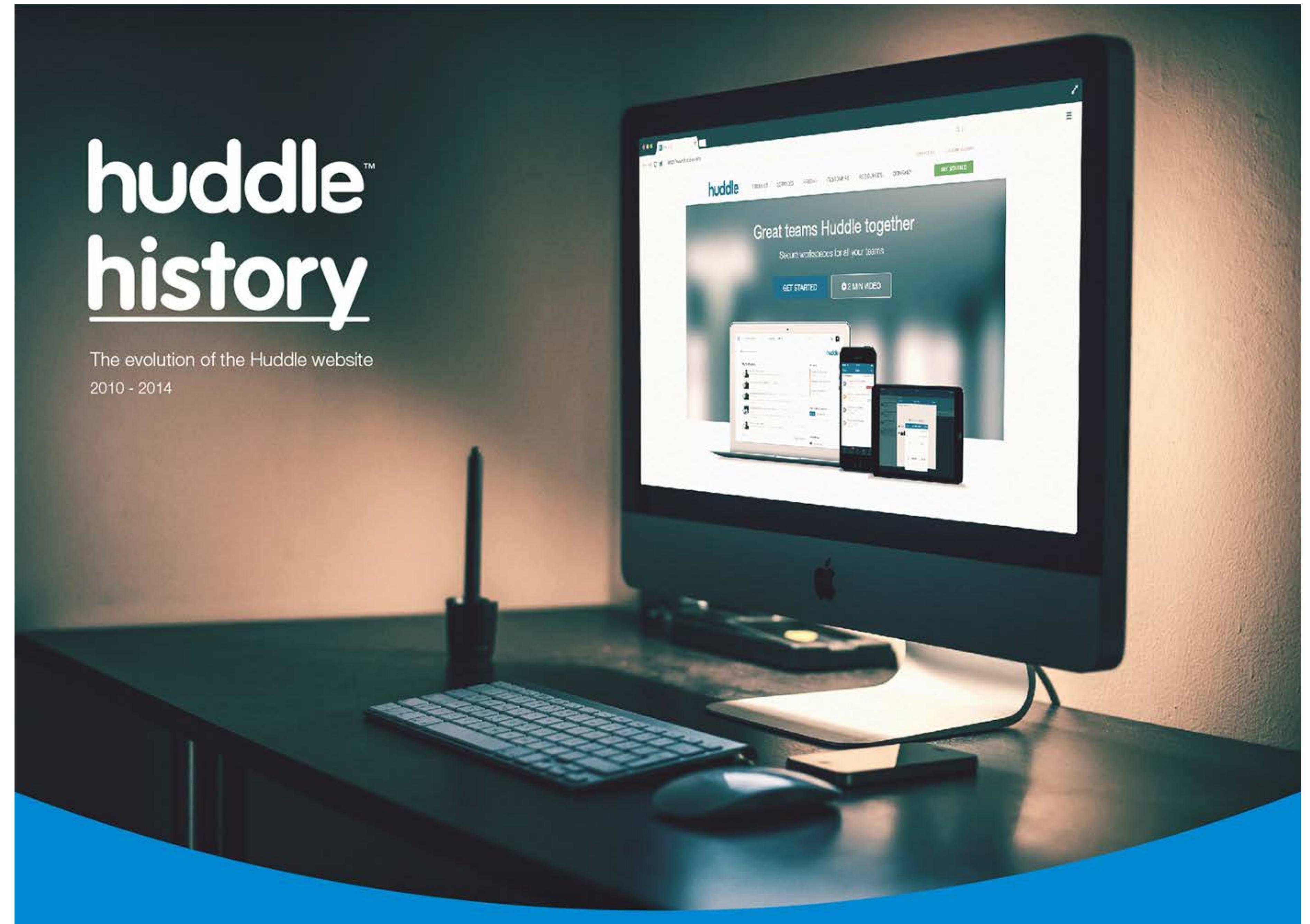
The Huddle website went through several major revamps during my time, the first of which involved changing not only our branding, logo, and CMS, but also our domain name.

This involved a huge amount of work to essentially build a new website from scratch, but also make sure all our old links and SEO 'link juice' was maintained across to the new website.

Once we were on WordPress, making significant changes was less disruptive, and we went through several significant redesigns, evolving our branding, design language, and messaging.

The company's pivot from targeting free users looking for file sharing, to aiming at large enterprises and government departments looking for cloud collaboration technologies, played a huge part in the look and feel of the website.

See more at: [tinyurl.com/danr-huddle](http://tinyurl.com/danr-huddle)





That's a wrap

daniel.rajendran@gmail.com

<http://danonthe.net>