



Danny Davies

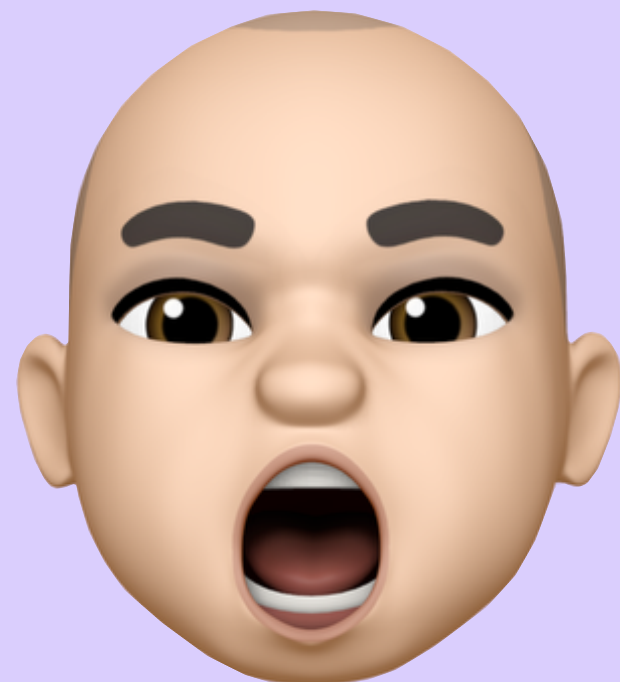
Hey, I'm Danny. I design and build digital things.

Designer,⁽¹⁾ thinker,⁽²⁾ doer⁽³⁾ and looking for a job.

(1) I'm a digital product designer and occasional product builder 🤖

(2) I write the odd blog and *outstanding* product micro-copy 📖

(3) Simple, Worked, Grafter, Quotables and Statement 💎

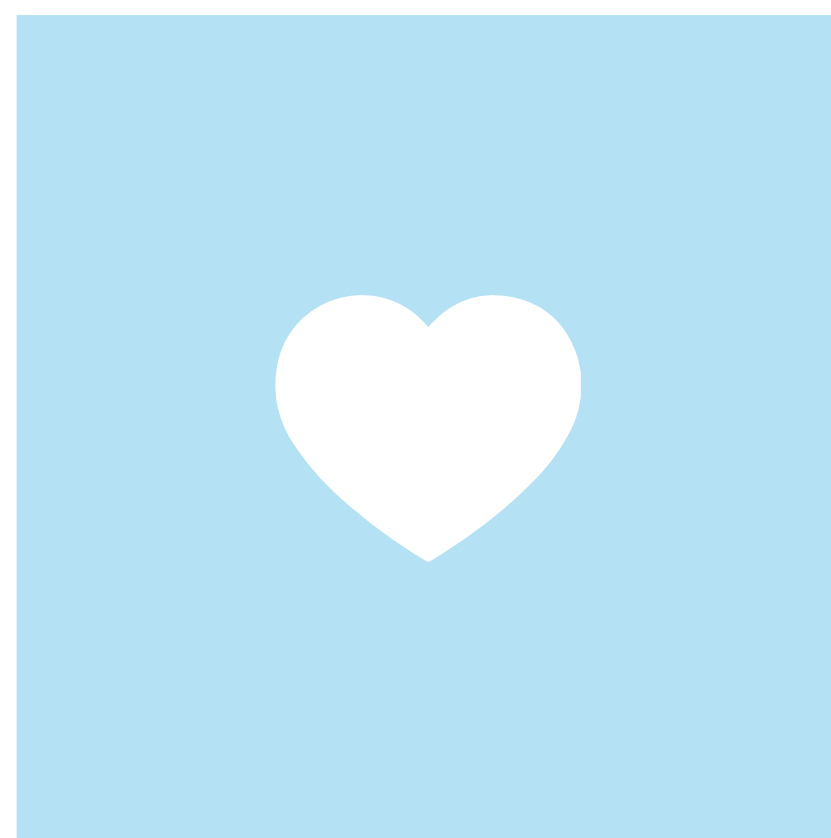


I'm a detail-oriented designer that enjoys reducing complex problems into thoughtful solutions for web and mobile. My primary focus is product design. I have spent my career working in UI/UX; specialising in creating, maintaining and growing design systems. I'm also pretty good at branding, copywriting and creating assets for marketing. While my style is flexible, I tend to bring simplicity, functionality and accessibility throughout my work. I value companies and teams with strong missions.

I love collaborating closely with cross-functional teams and partnering with other teams in development, research and marketing to take ideas from concept to launch to growth. Whilst I'm usually happy owning the design process, I also enjoy working with and fostering close, collaborative and diverse design teams.

I tend to follow a lean, iterative approach to design centred around empathy, constant learning and ideation; consisting of end-to-end visual design, prototyping, testing and measuring success of products and design systems. I also focus heavily on the power of clear communication in both execution of my work and presenting to stakeholders.

Some of the things I value and apply to my work.



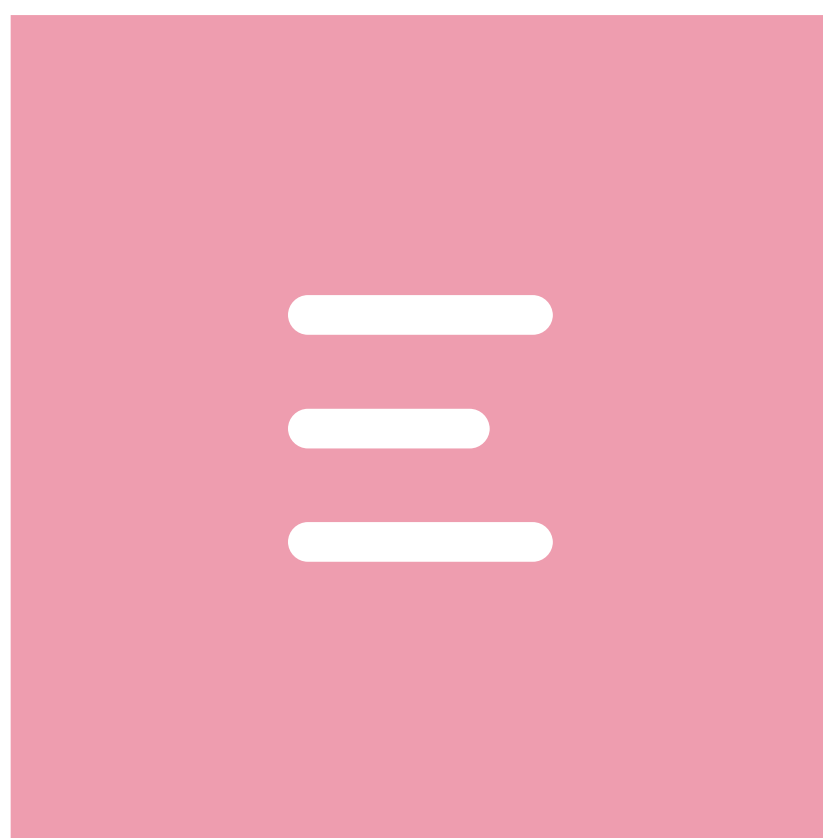
Design with love

Design has the power to shape meaningful human experiences.



Work hard

If you're passionate about your work, then do it with passion.



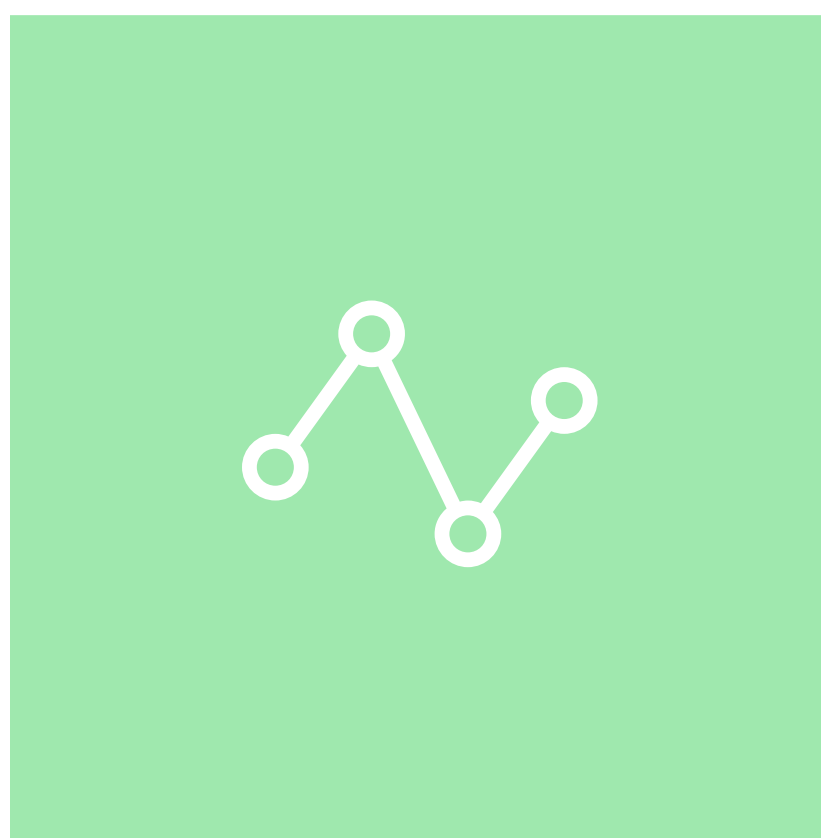
Focus on simplicity

The best brands and products are authentic, honest and simple.



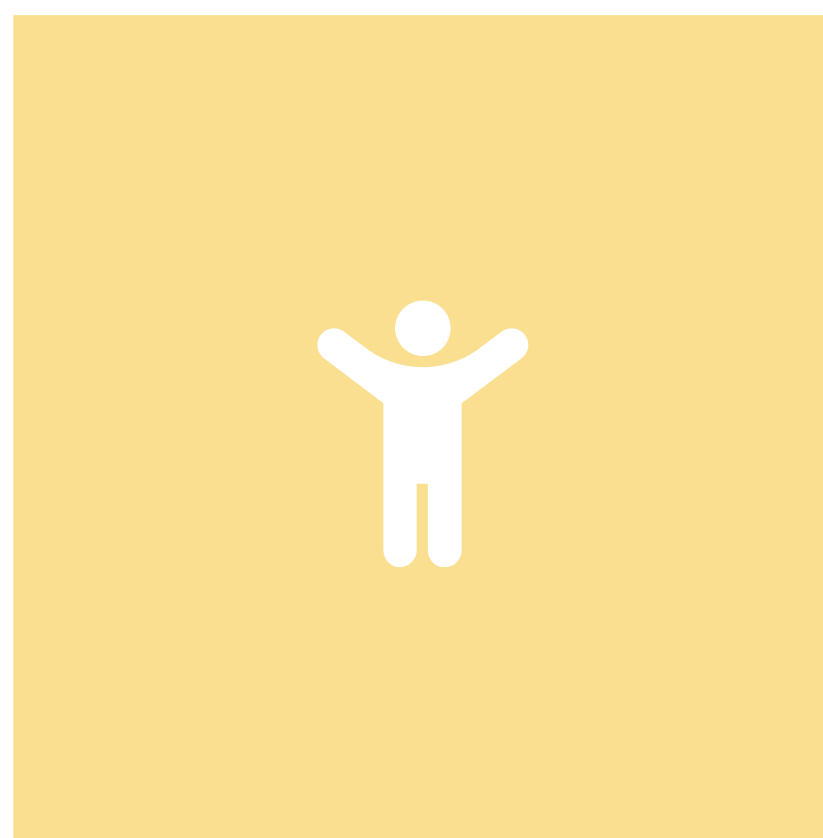
Stay curious

Done might be better than perfect, but when is it really finished?



Listen to the data

Balance intuition, behavioural data and your North Star.



Make it accessible

Design belongs to everyone and it's your responsibility to be inclusive.

I love helping brands connect with their audience through good design. Good design is good business and there is nothing more fulfilling than seeing products grow as a result of great work.