

# Dan O'Connell

## Product Designer

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I am a designer with over a decade of experience working with international software development teams. I love to empower the people in product and firmly believe happy colleagues means happy customers.

2018 — Present

### UX Designer — WPP DCO, Eindhoven NL

I work in a service layer alongside product owners and business analysts in order to support multiple software development teams based around the world. My role is diverse and tasks include; researching, testing and analysing users across many agencies under the WPP family, producing user journey maps, flows, wireframes, prototypes and UI for our product teams and consulting for a WPP design system.

2014 — 2018

### UX Engineer — de Bijenkorf, Amsterdam NL

My role started as a front-end engineer in a tiny team, where we spent a year building the new responsive e-commerce site debijenkorf.nl. Here my role evolved due to taking the lead in the design system project, which eventually became my primary focus. The design system was successfully adopted by multiple product teams, including marketing materials and the Android and iOS applications.

2012 — 2013

### Front-End Developer — Jamie Oliver, London UK

My function at Jamie Oliver was to take the lead on the new UI for the responsive website build. I worked alongside an external agency where we successfully launched jamieoliver.com.

2006 — 2009

### Interaction Design, Bachelors

Ravensbourne University, London

2004 — 2006

### Multimedia Design, BTEC

North West Kent College, London

2004 — 2006

### 11\* GCSEs

Chislehurst and Sidcup Grammar School, London