

# Dan Collison Product Designer

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Product Designer

Guru Systems

Nov 2022 – Apr 2023

B2B SaaS contract role creating a Figma design system and redesigning the IA and UI for a heat network data analytics tech startup product. Other tasks included introducing new ways of working, supporting the junior designer, and planning and conducting small-scale research projects.

Product Designer

Cazoo (via K+C)

Nov 2021 – Jun 2022

Contract role designing a suite of B2E operational dashboards and data tables for logistics teams users. I worked closely with a product owner to create service blueprints for each logistics vertical, and then designed, tested, and presented corresponding user interfaces (static designs and prototypes).

UX / UI Designer

Super User Studio

Mar 2021 – Oct 2021

Contract role in a small consultancy using Figma to create tablet and mobile wireframes, UI designs, and prototypes for a client in the industrial utilities sector. Input for design work came through user research and client workshops (both facilitated by a user researcher).

UX / UI Designer

British Heart Foundation

Jul 2020 – Mar 2021

Fixed-term contract working in a cross-functional product team, designing a B2B medical equipment management web app. I designed and user-tested user interfaces, and presented to stakeholders.

Product Designer

Prop-tech start-up

Nov 2019 – Jul 2020

Permanent role optimising the business's online conversion funnel through research, design and testing and measuring results against KPIs. I decided to leave for ethical reasons.

Product Designer

British Heart Foundation

Feb – May 2019

Contract role working across two projects (health-tech app concept - and - item-donation website). I conducted several rounds of research, prototyping and usability testing for both projects.

UX / UI Designer

HomeServe Labs

Dec 2017 – Oct 2018

Contract role working with a service designer - designing and testing three products for a tech-start up (B2C iPhone app / Android tablet engineer app / operational dashboard web app).

Lead UX / UI Designer

HomeServe

Sep 2016 – Nov 2017

Contract role working across multiple cross-functional Agile sprint teams as lead UX / UI designer.

I created and rolled out a UI toolkit for multiple B2C insurance websites, oversaw and mentored mid-level designers and participated in the planning and running of stakeholder workshops.

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- UX / UI Designer FEB Digital Aug – Feb 2016  
 Contract role working in a small team as a UX / UI designer on a redesign concept for Econsultancy, and as UI designer with a UX consultant to design a website for Which? Wills.
- Product Designer Sarasin & Partners Mar – Jun 2015  
 Contract role working solo - to redesign a wealth management company website.  
 I created and executed a project strategy including - stakeholder interviews, user research, information architecture, UX / UI design, usability testing and creative direction.
- Digital / UX / UI Designer Various agencies Sep – Dec 2014  
 A series of short-term bookings with creative and digital agencies including Possible, BBH and KHWS.  
 I designed iOS mobile & tablet apps and rich media banner ads for automotive, oil & gas and retail clients including Audi, British Gas, Exxon Mobil, Shell and Waitrose.
- Digital / UI Designer Publicis Sep 2013 – Aug 2014  
 Contract role working in the digital design team designing rich media banner ads and bespoke emails for automotive and financial services clients including Renault and UBS.  
 I worked as a UI designer with a UX designer to design a responsive microsite for customers to configure and book an MOT with Renault.
- Digital Designer Microsoft Aug 2012 – Jul 2013  
 Permanent role working as a marketing department's resource designing banners, emails and print ads.  
 I reduced the department's design spend and turnaround time by creating a briefing and design process for all on and offline marketing material.
- Web Designer Yell.com Dec 2010 – Aug 2012  
 Permanent role working in a large web design department with project managers / copywriters designing bespoke brochure websites for SMBs.  
 I took part in design reviews and created a mood board template that was rolled out across a team of 20-25 designers.
- Web Designer / Developer v3 Media Oct 2009 – Mar 2010  
 Permanent role understudying the agency's creative director and designing & building bespoke brochure websites.  
 I designed and built a website for a British motor racing driver and contributed design work to a pitch that won a website design and build project with a local school.

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 Education

University of Teesside 2006 – 2009  
 BA (Hons) Digital Music Creation: 2:1

