



Dan Collison

PRODUCT DESIGNER

Remote-working designer focused on B2B SaaS products, digital transformation, and greenfield product design. I am best placed solo or in a small team.

SKILLS

UX DESIGN UI DESIGN
PROTOTYPES RESEARCH
E2E STRATEGY FIGMA
DESIGN SYSTEMS MIRO
STAKEHOLDER MANAGEMENT
SERVICE BLUEPRINTS

EDUCATION

2006 - 2009

- ◆ University of Teesside
- ◆ Digital Music Creation
- ◆ BA Hons 2:1

CONTACT

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EXPERIENCE

AUG 2024 – MAY 2025

PRODUCT DESIGNER | VISIBLY

- ◆ Permanent role designing a **SaaS web app** and **worker mobile app** from scratch
- ◆ I interviewed compliance managers, training providers, and construction workers
- ◆ **I put the business back on track** by designing products that now have customers
- ◆ I wrote tickets, ran backlog refinement sessions, and collaborated with engineers

NOV 2022 – APR 2023

PRODUCT DESIGNER | GURU SYSTEMS

- ◆ 6-month contract role redesigning a tech startup **B2B SaaS** platform
- ◆ I created and delivered an end-to-end project strategy - as a **solo designer**
- ◆ I made a UI language, a **Figma design system**, and reworked the entire IA / UI
- ◆ The improved UX allowed the business to pitch and **win new clients**

NOV 2021 – JUN 2022

PRODUCT DESIGNER | CAZOO

- ◆ 8-month contract role designing an operational logistics platform
- ◆ I interviewed stakeholders and logistics staff to understand legacy operations
- ◆ I created a **service blueprint** for each logistics vertical (import, storage, export)
- ◆ I designed and tested the final **dashboard UI** - and oversaw the front-end build

MAR 2021 – OCT 2021

PRODUCT DESIGNER | SUPER USER STUDIO

- ◆ 6-month contract role designing an industrial utilities work management **app**
- ◆ I used Figma to create **tablet and mobile** wireframes, UI designs, and prototypes
- ◆ Design input came from research and ideation workshops - run by a researcher
- ◆ I **presented** design work to the client team and recorded feedback for iterations

TESTIMONIALS

"Dan is an analytical thinker, able to see the macro and micro, and to discern good solutions to conflicting user needs. He designs clean, beautiful and usable interfaces.

As a bonus, he also has an excellent sense of humour!"

Kirsten Campbell-Howes
CLO, Visibly

"Dan brought an immense amount of experience, skill and talent to the table, and was able to work quickly with our product team and the broader company.

He was highly professional, provided high quality work and delivered on time."

Nic Mason
CPO, Guru Systems

"Dan was instrumental in shaping the direction of our logistics domain by conducting user research and creating service blueprints to document how the new software would work.

He is a hard worker with strong UI skills."

Venessa Bennett
UX Director, Cazoo

JUL 2020 – MAR 2021

PRODUCT DESIGNER | BRITISH HEART FOUNDATION

- ◆ 10-month contract role designing multiple **health-tech** products
- ◆ I worked in an **Agile** team to produce designs - requirements provided by a BA
- ◆ I created **interactive prototypes**, tested them with users, and made iterations
- ◆ I presented work to stakeholders and senior BHF management

NOV 2019 - MAY 2020

PRODUCT DESIGNER | PROPTech STARTUP

- ◆ Full-time role as a tech startup's **sole designer** - I left during covid
- ◆ I created a **service blueprint** to help the business streamline operations
- ◆ I conducted user research, design, and A/B testing to **increase signup KPIs**
- ◆ I created a visual identity, tone of voice guidelines, and a UI design language

FEB 2019 - MAY 2019

PRODUCT DESIGNER | BRITISH HEART FOUNDATION

- ◆ 4-month contract role designing the BHF item donation website
- ◆ I planned and executed the project strategy - **research, prototypes, and testing**
- ◆ I worked with a product owner - and presented work to BHF board members
- ◆ I **mentored** the in-house design team and oversaw their projects

DEC 2017 - OCT 2018

PRODUCT DESIGNER | HOMESERVE LABS

- ◆ 11-month contract role designing products for a startup who later **went to IPO**
- ◆ I designed a B2C iPhone app, an engineer tablet app, and a desktop dashboard
- ◆ I created the brand's **digital visual identity**, and documented it in a styleguide
- ◆ Design requirements came from a customer experience consultant

Full experience from 2009 available on LinkedIn

VISIT NOW

WRITING & VIDEOS

☰ [Let's fix the product design hiring process >](#)

☰ [Service blueprints - and their intrinsic value >](#)

☰ [Design principles workshops.. and why I run them >](#)

☰ [How I made a Figma design system for a B2B SaaS startup >](#)

▷ [High quality design feedback - why it matters and how to do it >](#)