

# Daniel Steel

## Senior Product Designer

dansteeldesign.co.uk | ds@dansteeldesign.co.uk | 07939250220

### ABOUT ME

I'm a freelance designer with ten years of experience leading projects for clients such as British Gas, Vanguard, the University of Nottingham and E-on Next. I come from a development background and can work seamlessly with technical teams to create designs which are engaging, accessible and deliver impact. I specialise in designing mobile apps, dashboards and complex data visualisations.

I spend most of my time playing tennis or watching ice hockey when I'm not at work. I'm passionate about cooking and enjoy making Neapolitan pizza.

### SKILLS

#### Design

- High-fidelity designs
- Design systems creation
- Prototyping
- Wireframing

#### Research

- Usability testing
- Facilitating workshops
- Quantitative research
- Qualitative research

#### Development

- HTML
- CSS
- Javascript
- PHP

### EXPERIENCE

#### 383 Project / Senior Product Designer (Freelance)

August - September 2024

I returned to 383 for a second placement to provide short-term holiday cover. I worked with Collinson on their new mobile app proposition. I was responsible for making design changes using their design system and working with QA to ensure the design was delivered as intended.

#### OnePlan Events / Senior Product Designer (Freelance)

May 2024 - August 2024

I led a ground-up re-design of Studio, the event planning SaaS used by clients such as the Paris Olympics, ExCel London and Silverstone. I conducted usability testing, created prototypes and worked closely with the product owner and developers to create an MLP. The new design focuses on usability and performance and allows users to plan more efficiently.

#### 383 Project / Senior Product Designer (Freelance)

February 2024 - May 2024

I was seconded to work for Collinson, the world's largest network of airport lounges. I was responsible for designing key improvements and updates to the website and mobile app. Another project I worked on was leading a critical strategic project with an external client to re-design their mobile app. I worked closely with our product teams, facilitated content workshops and created high-fidelity designs ready for development.

#### Boston Consulting Group / Lead UX Designer (Freelance)

November 2023 - January 2024

I led a discovery project to identify improvements for a workforce planning SAAS product. The deliverables of this project were concepts made up of wireframes and user flows. During this project, I ran workshops with internal stakeholders, conducted usability testing, and turned my findings into high-fidelity designs using their existing design system.

#### Tangent / Senior Product Designer (Freelance)

June 2023 - July 2023

I worked on a project with SAP to re-design their learning platforms. During the project, I created user journeys and flows, low-fidelity and high-fidelity designs using their existing design system.

#### Somo Global / Lead UX Designer (Freelance)

June 2022 - December 2022

I worked with British Gas to re-design their native app and online portal. I worked end-to-end, leading the discovery, designing concepts and prototypes, conducting usability testing and creating high-fidelity designs. I regularly presented to the client and held showcases with design teams at British Gas to share our process and findings.

#### Ustwo / Senior Product Designer (Freelance)

March 2022 - June 2022

I re-designed the dashboard, payments and notifications experience in the customer portal. Working in a team with two other designers, I created prototypes, conducted usability testing and worked closely with the product owner to gather and prioritise requirements. I created high-fidelity designs and helped to build their new design system.

#### Cera / Lead UX Designer (Freelance)

November 2021 - March 2022

I led a multi-disciplinary product team responsible for designing a new electronic medication system that allows carers to view appointments, create visit reports and show the medication to administer. We reduced administration time, increased accuracy in giving medication, and freed up carers, allowing them more time to engage with the service user.

#### Somo Global / Lead UX Designer (Freelance)

April 2021 - November 2021

#### E-on Next

I worked on two projects whilst working for SOMO. On the first project, I led the design of a new native mobile app for E-on Next from ideation to development. I designed and tested data visualisations to show energy usage in a way that was accessible, engaging and easy to understand. I regularly presented to the client and represented design at the organisation's highest levels.

#### Vanguard

The second project I worked on was a business-to-consumer project with Vanguard. I worked in a product team in a UI-focused role that involved re-designing complex product pages, which featured many visualisations. I was also part of the steering group responsible for the design system's governance, improvement, and adoption across Australia, the USA, and Europe.

#### Newcastle Building Society / Senior UX Designer

October 2020 - April 2021

I worked on two agile product teams, the first creating a new service that allows customers to renew their mortgages online. The second was re-designing a SASS savings product. I ran stakeholder workshops, gathered requirements, designed concepts, and conducted usability testing.

#### The University of Nottingham / Senior UX/UI Designer

December 2018 - October 2020

As the lead designer on the mobile app team, I worked on several features, including student timetables, the campus map and welcome week. I also lead key strategic projects, including creating an automated transcription service and re-designing course pages. At the University, I organised and facilitated research, made user journeys and created high-fidelity designs ready for development.

#### Teesside University / UX Designer

October 2015 - December 2018

I worked within a small multi-disciplinary team, responsible for developing, maintaining and managing web and digital projects across the University. My role was to provide specialist user experience knowledge, conduct and share insight from UX activities to improve digital experiences and communicate the value of user experience to both internal teams and external stakeholders.

#### Teesside University / Junior Web Developer

July 2013 - October 2015

I assisted the web team with developing and maintaining the main University website. One of the key projects I led was re-designing the prospectus form through usability testing, prototyping and an accessible design. I increased task completion by 19% and reduced task time by 50%.

### EDUCATION

#### Computing (MSc)

Teesside University 2016 - 2018, Distinction

#### Web Design and Development (BSc)

Northumbria University, 2009 - 2013, First-class with honours