

Daniel North

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Senior designer with over 20 years' experience across SaaS, ecommerce and the public sector, working end-to-end from discovery and user research through to UX, UI, design systems and front-end code. Combining hands-on craft with leadership, stakeholder management and collaborative problem solving, turning complex requirements into delightful user-centred solutions and delivering ambitious projects to time and budget.

Key Skills

Research & UX: Problem framing, generative and evaluative research, user testing and interviews, competitor and market analysis, journey and flow design, UX writing and content design.

UI & design systems: Design system creation and governance, accessible responsive interface design, brand identity and bespoke visual design.

Prototyping & AI: AI-assisted concept generation and research synthesis, agentic workflow prototyping, wireframes, clickable Figma and HTML prototypes.

Code: HTML5 and CSS3, responsive implementation, clean and efficient front-end development.

Product Management: Requirements definition, leading refinement, backlog and roadmap ownership.

Tools: Figma, Adobe Creative Suite, Lucid, Useberry, Appcues, Optimizely, Claude / Claude Design.

Mentoring: Hiring, supervision, and guidance in visual design, front-end development and UI/UX practice.

Employment History

Senior Product Designer | *Exclaimer* | Email signature & communications management | 05/22 onwards

- Design lead for the product expansion initiative to take the business beyond email signatures:
 - Digital Communications Governance: catching brand, accessibility and compliance violations.
 - Meeting Branding: standardised nametags and virtual backgrounds for video calls.
- Plan and run UX research and usability sessions with customers and internal users. Synthesise and document findings and present to stakeholders, driving design and development decisions.
- In-product research, targeting and experimentation via Appcues and Optimizely.
- Lead UI/UX for new features to drive engagement and growth, across multiple dev teams.
- Build clickable Figma and AI-driven HTML prototypes used to validate concepts with customers and secure internal buy-in at all levels of the business.
- Created and championed the design system used across product teams, resulting in expedited designing, prototyping and development handovers.
- Refine processes to create a closer relationship with developers, ensuring optimal design pipelines and product development.

Head of Design and User Experience | *Highlight* | *Network assurance* | 05/13 to 05/22

- Defined and owned design standards, UX/UI quality and front-end craft across the business.
- Led the modernisation of the company's 20-year-old flagship product, redesigned the UI, IA and front-end code using user-centred processes and testing to improve user journeys, resulting in increased turnover, fewer calls to support and task time being substantially reduced.
- Delivered a full company rebrand to create a consistent visual language across product, web and sales collateral, standing out as a memorable presence in a crowded market.
- Facilitated refinement and backlog grooming with engineering. Continually evolved ceremonies and processes to achieve efficient development, resulting in release cadence increasing from quarterly to every sprint to enable speedy analysis when releasing new features and fixing bugs.
- Complete redesign and re-launch of the company website, User Help Centre and Partner Portal.
- Web and print collateral such as white papers, sales presentations and exhibition graphics.

Lead Designer/Front End Developer | *Money Expert* | *Consumer finance & deals* | 05/11 to 05/13

- Complete overhaul of MoneyExpert.com, modernising design and updating code, validating every change against conversion and satisfaction via A/B and multivariate testing.
- Design and development of MightyDeals.co.uk, launching to a very tight deadline in a highly competitive sector and substantially exceeding performance targets.
- Design and development of other company sites to high SEO, accessibility and usability standards.
- Illustration and graphic design for web, mobile apps and print.

User Interface Designer | *RM Data Solutions (RM plc)* | *Government digital services* | 08/09 to 05/11

- Design and development of data-driven websites for clients including DfE, Ofsted, HSE and TSA.
- Produced code to a high standard of accessibility compliance and cross device responsiveness.
- Wrote requirements, functional specifications and user stories; produced hi-fidelity designs and HTML prototypes for bid tenders and demonstrations.
- Authored in-depth usability and accessibility audits and defined organisational best practice.

Senior Web Designer | *The Book People* | *High-volume ecommerce* | 01/04 to 08/09

- Designed, built and maintained five high-traffic ecommerce sites, including major redesign of the flagship store: a huge success with excellent feedback and large increases in turnover year on year.
- Lead designer on a white-label store platform launching customised ecommerce sites in weeks. Successful for clients including the Guardian, Daily Mail, Jamie Oliver and more.

Education and certification

Certified Product Manager - Product Focus

BA (Hons) Graphic Design · HND Graphic Design · BTEC Diploma, Foundation Studies in Art & Design

Professional training: Product Focus (product management and marketing for tech products) · E-Consult (user focus, SEO, accessibility) · Ubiq (advanced CSS) · eCircle (email design)