

Dan Simmons

Product Designer

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Further Education

Ravensbourne College
of Art and design:
Technical Illustration/Design

Online portfolio

dan-simmons.co.uk

Key Software

Sketch
InVision
Axure
Illustrator
InDesign
Photoshop
After Effects

Key Skills

Digital strategy
Product management
Agile
Personalisation
Product roadmap development
Leading cross functional teams
Creative storytelling,
UX research and design
UI design
CSS development
IT support and development
Client support
Accounting and forecasting

Experience

Head of Product Design • b4bpayments.com

October 2019 - Present

Pre-paid credit cards - online portal, application and website. As Head of Product here I lead a product team of ten, I defined the vision, strategy and roadmap, and redesigned the sales and retention pages and journeys with a user-centred approach. A recent face lift of the website led to a transformation of the customer portals entire tech stack from legacy to modern. This enabled new clients to be processed from engagement to sign up with significantly less complications. We also have 75% less calls from clients asking for guidance on how use specific features of the portal

Product Designer • costar.co.uk

June 2018 - October 2019

Some of the biggest property developers on the planet use the system I designed. Reporting directly to the founder I worked hard to make this system better by creating new user journeys, testing our ideas and then implementing the results.

Founding partner. UX / UI designer • River-Digital.com

June 2012 - June 2018

Lead UX/UI designer for the digital arm of wordsearch.co.uk. Among many others I managed projects for One World Trade and Battersea Power Station - we made apps, websites and marketing suites for them all.

From pitch to brief - UX to delivery - I managed a team 7 designers and developers, and as a designer who has learnt programming myself – I can talk to clients, designers and techies and never losing anything in the translation.

Founding partner UX and UI designer • Teadesign.co.uk

January 2002 - June 2012

All our commissions were treated with the same level of regard; whether a one-off element or a complete end-to-end strategic solution. Our reputation was earned by the quality of the work, our down to earth attitude and our clients' satisfaction. Key clients: Disney, Mute Records, Sea Cadets.

Web Designer and Developer • HomePro.com

January 2000 - 2002

Employed as a UX and UI designer for an online magazine called STYLE-revolution.com (part of a larger site called HomePro.com). Fun and exciting to be involved in such a fast moving start-up. We were in the process of re-designing the whole look and feel of HomePro.com when the dot com bubble burst and I was given the opportunity to start my own business. See above.

Designer • Intro.co.uk

January 1997 - 2000

Graphic designer for the music industry. Record covers for: Simply Red, Stero Lab, Roni size, Depeche Mode etc.