

## OVERVIEW

I'm a user experience designer who is passionate about creating compelling, innovative and user-friendly products for the web and digital applications. I firmly believe in putting the user at the centre of all design decisions and structuring a close collaboration with the product team and developers. I have over eighteen years experience in digital design, production, development and strategic roles.

## EMPLOYMENT HISTORY

### YAH007 2017 – 2018

**LEAD UX DESIGNER** Key Design Stakeholder role in business – responsible for ensuring designs meet requirements, maintaining consistency and providing final pre-release approval as required.

#### ■ Project highlights:

- Worked as Lead UX Designer to develop a design system for all of the properties on the Yahoo7 network. This involved conceiving and iterating on a consistent and robust set of core components that combine to make up the layout on all the pages throughout the network. Since the implementation of the design system, it's seen a major improvement in user engagement and improved efficiencies in design and development time.
- New and improved TV-Guide designed from the ground-up with a focus on mobile usability and responsiveness the new TV guide features a user-friendly and seamless experience. Since it's launch it's seen page views improve by up to 7x, and session lengths up to 5x longer.
- Plus7 app design overhaul to improve the overall look and feel, whilst making a number of enhancements aimed at increasing user engagement and additional video starts.

#### ■ Key Responsibilities:

- Responsible for the UED/Y7 design quality and team process efficiency.
- Drive a culture of collaborative ideation and iteration across the business.
- Prepare designs and prototypes for user testing / grooming for development.
- Responsible for the delivery and development of design systems and pattern libraries required for consistency and quality across products.
- Collaboratively solve business and user needs/problems and ideate solutions with product managers and engineers.
- Work with Product/PMO/Tech to continually develop, articulate and implement best practice design delivery processes for the business.
- Present ideas to stakeholders, both internal and external as required.
- Use UX Research techniques to identify potential opportunities and improvements, or to validate design prototypes.

**YAH007 2013 – 2017**

**SENIOR UX** Responsible for the design and management of the UX for various web properties and apps within the Yahoo7 network.

■ Project highlights:

- The design, planning and integration of the award winning 2015 Australian Open app for iOS and Android mobile and Tablet devices. The app featured the ability to watch matches streamed live from all of the main courts.
- Designed and help build the number one Australian news app for 7News.
- Design of the 7Sports app and the first Australian sports app for Apple Watch.
- Design and integration of the 7News app for Android mobile and tablet devices. Featuring a completely refreshed interface to be consistent with Android's Material Design.

■ Key Responsibilities:

- Employed user-centred design principles to define project goals and throughout the research and design process.
- Application of UX research techniques including personas, competitor reviews, user journeys and user interviews.
- Research of analytics in collaboration with our insights team to identify user behaviour.
- Conduct ideation sessions aimed at further developing product ideas and determining their feasibility.
- Use of agile and the scrum method in project management and collaboration in daily stand-ups and sprints.
- Design and optimisation of information architecture.
- Present UED strategy and layouts to stakeholders.
- High fidelity wireframes and interactive prototyping.
- Visual design and final artwork of the user interface.
- Integrating of mobile, tablet and watch app designs into iOS via Xcode.
- Integration of mobile and tablet design into Android via Android Studio.

**DAVID JONES 2012 – 2013**

**CONTRACT DIGITAL DESIGNER** Senior UX and Art Direction

- Key Responsibilities:
  - E-commerce UX for desktop and mobile website and app.
  - Marketing collateral

**FORM CREATIVE 2004 – 2012**

**MANAGING DIRECTOR** Form Creative, a boutique graphic design, web design and branding studio. Responsible for the acquisition, management and technical direction of all digital directions.

- Key Management Responsibilities:
  - Actively involved in pitching, business development and maintaining client relationships.
  - Managing a team of digital designers and front-end developers from planning through to design implementation.
  - Managing digital projects throughout the project life cycle including planning, design, development, deployment, and closure.
  - Design Site Map information architecture, writing functional specification documents and wire frames layout for sites of above mentioned budgets.
  - Designing, appointing and managing project teams including PHP developers, .Net developers, graphic artists, during process of bringing project from concept to live hosted.
  - Manage production of creative and HTML, email deployment, delivery, reporting, analysis, debriefing and campaign refinement;
- Key Production Responsibilities:
  - UX Architecture and wire-framing and interface design for web and mobile;
  - Build of front-end functionality and animation using HTML/CSS, jQuery and Actionscript;
  - Integration and modification of CMS and E-commerce applications;
  - Integration of MediaMind (Eye Blaster) functionality for the tracking of clicks, banner synchronization and use of video elements;
  - Design and animation of Flash Banners for prominent online publications;
  - eMarketing campaign delivery and management;
  - Implementation of effective SEO techniques and monitoring and logging statistics for client presentations.

**EVOLUTION MEDIA 2004 – 2006**

**SENIOR DIGITAL CONSULTANT** Responsible for leading and managing all digital-based marketing and online communications. Evolution Media works with high-end corporate clients generally within the finance industry.

- Key Responsibilities:
  - Website Design and Development;
  - Flash Animation and Development;
  - Interactive CD-ROM development
  - Client management

**PHARMALINK MARKETING AUSTRALIA 2002 – 2003**

**GRAPHIC / WEB DESIGN & DEVELOPMENT** Responsible for managing and designing all the internal digital and print marketing material. Pharmalink Marketing develops and distributes a variety of cosmetic and pharmaceutical products throughout Australia.

- Website design and branding;
- Design of Newspaper and Magazine advertisements that ran full-page in leading publications;
- Design of packaging and Point of Sales material.

**NETPLUS+ INTERNET MARKETING 2000 – 2002**

**GRAPHIC / WEB DESIGN & DEVELOPMENT**

- Website design
- Branding and Graphic Design
- Front end Development (HTML/CSS)
- Flash Animation and Development
- Client training and management

## EDUCATION & TRAINING

**CERTIFIED SCRUM PRODUCT OWNER** 2015

Scrum Alliance

**BACHELOR OF MULTIMEDIA (Bm)** 2000

Griffith University, Gold Coast, Queensland

**HIGHER SCHOOL CERTIFICATE** 1997

Somerset College, Gold Coast, Queensland

## REFERENCES ON REQUEST

## SOME LINKEDIN RECOMMENDATIONS

[WWW.LINKEDIN.COM/IN/DAN-UX](http://WWW.LINKEDIN.COM/IN/DAN-UX)

During his time at Yahoo7 Dan developed a highly tuned understanding of the Yahoo7 brand portfolio. He provided design leadership across the suite of Yahoo7 products on platforms ranging from web (across device), iOS, Android, tvOS and Android TV, managing stakeholders and presenting back his design thinking. In addition to this he would also assist in creating marketing collateral and branding as needed. In all areas Dan continually came up with new and innovative designs which struck the critical balance between user and business need. To call out a particular highlight was in terms of how well he worked across the mobile app space - many would see the screen size as a design constraint, Dan relished in this space, working closely with the developers to bring ideas and concepts to fruition. The model in which he worked, really getting into the heads of the developers to understand what is possible for design, was one that we replicated into the other teams to great success. Wish him all the best in his next venture.

**Mark Robinson** Director of Product, Yahoo7

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“My team and I have worked with Dan recently where he has been heavily involved in mobile app design and development. Dan’s willingness to train himself to expertise in the native app area is second to none. He ensured that he sat with engineers and worked with them extremely closely in a way that made our process so efficient; he was pragmatic throughout and worked in a way flexible enough to adapt as projects progressed, while at the same time ensuring an overall architected design was not lost...”

**RICHARD NELSON** Head of Mobile Engineering, Yahoo7 (Now at Qantas)

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“I’ve worked with Daniel on multiple iOS projects at Yahoo7. He’s a fantastic and thoughtful designer who executes well thought out, beautiful looking designs incredibly quickly. UX is at the heart of everything he designs, and the user is always put first. He was always happy to take onboard feedback about timing and technical constraints to deliver a design that not just looked great but was possible to implement within very tight timeframes...”

**DAVID KAYE** Software Engineer, Facebook

I count myself fortunate to have worked with Daniel at Yahoo7. Daniel was the design lead and mentor at Yahoo7. During my time working with Daniel, he successfully developed an entirely new design system for Yahoo7's suite of digital products. Considering the scale of this project, it was truly an impressive feat. Not only did he lead the strategy, he also lead the implementation and on ongoing iteration of this system.

Dan has a wealth of knowledge not only of design, but also in front-end development. His deep understanding and experience in both web and app development, makes him an expert in the technical limitations and opportunities provided by these technologies.

**BRETT VANSLEEVE** UX Designer, Yahoo7

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I was always able to rely on Daniel for constructive feedback on my own work. He was a key contributor to ideation and whiteboarding sessions, and made himself available to impart knowledge and advice on any aspect of UX.

"Dan contracted extensively to evolution media, and during all my time working with him I've been consistently impressed with his incredible design skill and proactive approach to his work.

He always had an idea or suggestion which improved the project, and you could always tell something he had done on by the quality of the work.

I'd recommend Dan and Form Creative to any agency or colleague. He is excellent at what he does, and I fully expect him and Form to continue to do very well."

**ARIANNE HAMILTON** Marketing Account Manager, Evolution Media

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"Daniel is a highly accomplished Digital Director, with a charismatic flare for creative and a sharp eye for detail. He's an extremely grounded individual who follows set principals in both technical design and development, with a holistic approach to planning and an exceptional record for execution. He's both reliable and dependable, which are essential attributes in this line of business. Working with Daniel was not only a pleasure but also a truly inspiring experience."

**NEVILLE HENRY** Business Development Manager, Form Creative