

Danielle Parkinson

SENIOR PRODUCT DESIGNER

Product designer with over 8 years' experience in the end-to-end design of intuitive, user-centric products. I am passionate about innovative, engaging design that solves real problems and delivers value to users and businesses.

EXPERIENCE

Lead Product Designer at Vaayu

November 2022 - Present

- I am the sole designer at a climate-tech startup, developing software to enable retailers to easily track carbon emissions across their products and supply chains.
- This relies on an ability to navigate complex topics and distil intricate workflows into a user-friendly product.
- As the sole designer, my responsibilities are very broad and rely on effective collaboration with climate scientists and industry experts alongside my team of developers, researchers and product manager.
- A large part of my role is learning from customers and prospects via user interviews, rapid prototyping and partnerships. I work to validate/invalidate and build effective, impactful solutions to solve customer problems.
- I have led a broad range of design projects, including creating a public-facing carbon calculator for consumers to measure their personal clothing emissions.
- Recent projects have included the successful deploy of a target and scenario modelling feature to allow customers to set and track science-based targets.

Product Designer & Co-Founder at [MealsUp iOS App](#)

February 2017 - Present (side project)

- Co-founded and designed a successful meal-scheduling app with over 15,000 users and an App Store rating of 4.8.
- Recent review: "This app is the embodiment of doing something simple very well..."

Product Designer for [adventure.gen iOS App](#)

Present (side project)

- Recently created the design for a narrative adventure game app, which uses AI to generate an illustrated narrative based on user inputs.

Product Designer at Global App Testing

December 2020 - November 2022

- Designed and launched a SaaS platform for crowd-sourced QA testing.
- Collaborated closely with product managers and tech leads to explore new problem spaces and drive continuous discovery, including the facilitation of design workshops with engineers to find technically-feasible solutions to these problems.
- Used qualitative research data and user data from Metabase to validate, track and iterate on my designs.
- Created a complete design system to enable the product to be scaled quickly and consistently.

danielleparkinson.me

[LinkedIn](#)

[Email](#)

SKILLS & TOOLS

Figma

Framer

Sketch

Zeplin

Adobe Suite

InVision

Metabase

Looker Studio

HTML

CSS, LESS, Sass

jQuery

Javascript

EDUCATION

UX Design Institute

Professional Diploma

UX Design, 2019

University of Leeds

Law LLB (2:1)

2007 - 2010

BPP University

Legal Practice Course

(Distinction)

2010 - 2011

Senior UX Designer at DNV-GL (GreenPowerMonitor)

September - December 2020

- Led the UX and visual design of a web app to allow users to track the performance of their renewable energy systems.
- Worked closely with product owners and energy experts to translate complex information and data into a well-crafted, highly visual UI.

Senior UX Designer at KPMG

October 2015 - August 2020

- Completed my UX design training at a KPMG graduate scheme, where I then progressed to a senior UX role.
- Collaborated with data experts to design and implement platforms which helped clients, such as EasyJet and British Gas, analyse customer data and take action to improve their customers' experiences.
- My role also included front-end coding of the UI and data visualisations. This gave me invaluable front-end knowledge which helps me to communicate well with engineers.
- Mentored junior designers who were part of the KPMG graduate scheme.

Legal Executive at Gordons LLP & Squire Patton Boggs

July 2011 - September 2015

After my law degree I worked in banking law. Whilst I subsequently changed my career path, my experience allowed me to develop soft skills such as effective communication, the processing and prioritisation of complex information, and analytical thinking.