

# Dan Simmons

Highly experienced UX/UI designer with a 20-year portfolio spanning mobile, web, software, and applications. I've collaborated on 350+ digital solutions across 25 industries, specializing in advanced wireframing, UI Flow, process flow, prototyping, and user-centered design for global enterprises. Proficient in iOS & Android UI principles, I prioritize on user journey maps and a data-driven approach to align user needs with business requirements. Grounded with a deep knowledge of information design, architecture, gestalt principles, as well as user psychology.

## Contact

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## Experience

2020 – present  
Lead Designer  
Indeed • London

At Indeed Flex I recruited a new design team to help us shape the creative direction of the mobile application. I established and maintained comprehensive design guidelines for consistency across the application and implemented a new design system. I conducted user research and testing to support design decisions based on user needs. I continue to mentor new designers to enhance their skills and professional growth.

- Led a diverse team of engineers, designers and researchers to figure out the most important design features based on user research, client feedback, and business goals
- Designed wireframes, prototypes, and detailed plans for many new functions and improvements to existing features
- Led the charge to help Flexers become more engaged and satisfied with the app, ultimately contributing to them working more shifts for us
- Rolled out a variety of new features, significantly increasing user engagement and proving the effectiveness of changes through measurable metrics

## Education

Ravensbourne College  
of Art and design  
Design and Illustration

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## Professional Skills

Figma, Sketch, Illustrator, InDesign, P-Shop, Axure, Usertesting, Balsamiq, JIRA, Technical proficiency with Javascript, React, HTML, CSS, Google Analytics

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## Personal Skills

Continuous Learner:  
Avid reader committed to self-improvement, bringing a proactive attitude to acquiring new skills

Time Management Pro:  
Efficiently balance personal interests with professional responsibilities, ensuring optimal performance

Nurturing Leadership:  
My parenting skills reflect effective support and guidance, applicable to leadership in a professional setting

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## Experience continued

2019 - 2020

Head of Design

B4B Payments • London

- Led development of pre-paid credit card solutions, encompassing online portals, applications, and websites
- Assembled and guided a ten-member product team by formulating vision, strategy, and roadmap. • Revamped sales and retention pathways with user-centric principles
- Significantly reduced complexities by effectuating a seamless engagement-to-sign-up process for new clients
- Achieved a 75% reduction in client inquiries concerning portal feature usage guidance

2018 – 2019

Lead Product Designer

costar.co.uk • London

- I built and ran a sophisticated system that played a crucial role in the operations of major property developers worldwide. I worked closely with the founder to improve the system's performance.
- Came up with new and improved ways for users to interact with the system. Tested these ideas thoroughly and successfully integrated them
- Led engineering teams, managed project time-lines using an agile framework, and ensured smooth collaboration

2002 – 2018

Founding Partner / Head of Design

River Digital • London

- Led the design efforts in the digital division at wordsearch.co.uk, overseeing a team of seven designers and developers
- Facilitated smooth collaboration and project execution
- Used design and programming skills to enhance communication among clients, designers, and technical professionals, ensuring efficient and accurate project outcomes
- Significant projects include: One World Trade and Battersea Power Station, covering app development, website design, and marketing suite creation. I managed the entire project lifecycles here, from initial pitches and briefs to guiding through UX design phases, culminating in successful project deliveries

## Interests

Adventurous Spirit:

Enthusiastic motorcyclist, translating a love for adventure into a proactive approach to challenges.

Wellness Commitment:

Dedicated to fitness, showcasing resilience and high energy in professional tasks.

Cinematic Enthusiast:

Avid film and cinema lover, adding a creative perspective to diverse interests.

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