

# Daniel Tapley

## User Experience Design Director

danieltapley.com

PW: portfolioAccess

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### Experience

#### Director, User Experience / EPAM

JAN 2019 - PRESENT, MANCHESTER

Working with distributed teams and leading design to deliver client success. I helped Royal Mail improve their online postage experience, resulting in a 200% increase in usage and over 2M orders processed a day. Worked on blockchain-powered immunisation passport for the EUvsVirus hackathon, winning our category. Direct line manager for Manchester design team.

Currently working on a white label SAAS financial advice platform used by many of the UK's financial institutions. Product owner for UI component development and lead for UI design and tokenised design system.

#### Lead UX Designer / EPAM

OCT 2015 - JAN 2019, MANCHESTER

Worked with Iceland Foods to design their new award-winning web experience. I created a B2B showroom and sales management platform for Burberry. Led the UX for the digital transformation of BMI Group's digital experience, involving hundreds of regional and brand websites. Overseeing UX delivery quality across the Manchester team.

#### Lead UX Designer / Great Fridays

OCT 2014 - OCT 2015, MANCHESTER

Created mobile payment experience prototypes with MasterCard to demonstrate ApplePay at MWC. Redesigned PrettyLittleThing's mobile site to increase conversions. Worked with MoneySuperMarket to launch car insurance journeys on native devices. Developed design delivery and storage best practices for the team, helped to grow the UX team.

#### Senior UX Designer / Great Fridays

MAY 2012 - OCT 2014, MANCHESTER

Responsible for delivery of UX design on a wide variety of projects, mainly involving user research through to wireframes and prototyping. I helped PayPal's standards team to align their design system and build a pattern library & governance process for their teams. I created prototypes for McLaren to apply their Formula One technologies to other industries, such as predicting cardiac events before they happen on wards at Birmingham Children's Hospital.

### Education

#### MSc HCI / Lancaster

2011 - 2012, LANCASTER UNIVERSITY

Contributed to several research projects involving ubiquitous computing & situated displays, way-finding and navigation and designing for emotion. Graduated with Distinction.

#### BA Philosophy / Lancaster

2008 - 2011, LANCASTER UNIVERSITY

Studies focused on perception, psychology & sociology. Member of the psychology society.

### Skills

**Design:** UX & UI design • User flows & journeys • Design direction • Concepts and exploration • Wireframes & high-fidelity design with Figma & Sketch • Motion design with Principle • Design systems and style guides • Production redlines and handover documentation

**Prototyping:** Rapid prototyping with Figma & InVision • Detailed animation & motion design with Principle • Interactive prototypes with Axure, HTML/CSS/JS

**Research:** Data analysis (analytics) • Eye tracking (Hotjar) • Tree sorting • Surveys & questionnaires • A/B testing • Remote & in-person testing • Heuristic analysis

**Collaboration:** Workshop facilitation • Product owner • Design critiques • Line management • Stakeholder management • Detail oriented • Self-starter • Flexible

REFERENCES AVAILABLE ON REQUEST