

Daniel Tapley

User Interface Design Practice Lead

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PW: portfolioAccess

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Experience

UI Design Practice Lead / Focus Advice Tech

JAN 2024 - PRESENT, NORTH WEST

Building the next generation of financial advice tech with a user-centred focus. Working directly with some of the UK's largest financial institutions to create better outcomes for their clients and make financial advice more accessible.

As the lead for the UI design practice, I am responsible for UI design quality and delivery across our product suite and our brand. Day-to-day, I directly lead the design of the core enterprise advice product and UI design system. I act as a product owner for development of new UI components and frontend UI library.

Director, User Experience / EPAM

JAN 2019 - JAN 2024, 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 the Manchester design team.

Lead UX Designer / EPAM

OCT 2014 - 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 design for the digital transformation of BMI Group's digital experience, involving hundreds of regional and brand websites. Responsible for overseeing UX design delivery quality across the Manchester team.

Senior UX Designer / Great Fridays

MAY 2012 - OCT 2014, MANCHESTER

Responsible for delivery of UX design on a wide variety of projects. 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