

DAN WILLIAMS

UX/UI DESIGNER

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PROFILE

A UX designer coming from a strong background in Quality Assurance and Product Support, with a natural passion for getting the job done but for also delivering a quality product.

I strive to put the user at the front of a design, empathise with what they need and to help discover their motivations & goals, as well as their pain points. All of this results in innovative, functional and eye pleasing solutions to real problems.

EXPERIENCE

UX/UI Designer

Low6

📅 02/22 - 07/22 📍 Solihull, UK

Responsible for the creation of user-centric and engaging UI and UX design across all mobile, tablet and other web-based platforms. This included...

- Creating full user journeys for fan engagement style apps, this involved wireframing all potential user tasks & flows and then converting to hi-fidelity prototypes. Clients included UFC, PGA Tour, BSB and numerous other sports franchises.
- For the company's main product, 'UltimateFan' an award-winning fantasy football product, I was tasked with converting the native mobile app to a web version. Again this involved wireframing all the mobile screens into responsive web versions, all the way through to hi-fidelity screens in Figma, ready for handover to developers.
- I also worked closely with the head of product & customer support (the user) to design a system to help support teams create the fan apps without the need for any dev assistance.

Senior QA Analyst

Miniclip

📅 2021 - 2022 📍 Derby, UK

I worked on the sequel to the successful F2P mobile game, Pure Sniper. My main duties were leading daily stand-ups with the wider project team, creation and planning for upcoming milestones, the creation of test plans and their execution.

UX Designer

📅 2019 - Ongoing 📍 Remote

I bring a user-centred mindset to product design and apply this throughout my design process...

- Prepare and conduct a variety of user research studies (surveys, personas, stories, task flows) to develop a broad and deep understanding of user goals, needs and problems.
- Use of analysis frameworks to clearly articulate the existing user experience, formulate information architecture and create a Minimum Viable Product (MVP).
- Design and build high-fidelity prototypes using Adobe XD & Figma and annotated wireframe specifications.
- Conduct usability testing sessions, A/B testing and data analysis to iterate and improve my designs, thus improving the product and overall UX.

www.danwilldesign.net

EDUCATION

UX Design Certification

Career Foundry

- 📅 2019
- 8 month intensive UX design course, completed 600+ hours of hands-on training with industry leading mentors.
 - Focused on data-driven UX methodology, user research, user journeys & personas, information architecture, wireframing and prototyping.

Developing IT Systems (NVQ Level 3)

Developing IT Programs (NVQ Level 2)

EDS

📅 2004

3 A-Level Qualifications

Mackworth College, Derby

📅 2001

9 GCSE Grades A-C

Murray Park Community School, Derby

📅 1997

SKILLS & TOOLS

Research

Competitive Analysis

User Research & Analysis

User Stories/Flows/Journeys

Requirements Analysis

Card Sorting

User Personas

Problem Definition

Affinity mapping

Design

Wireframing

Prototyping

Information Architecture

Figma

Adobe XD

Basic HTML/CSS

Balsamiq

User Interface

Design Systems

Typography

EXPERIENCE

QA & UX Analyst

Sports Interactive (SI Games)

📅 2020 - 2021 📍 Remote

- Executed exploratory and unit testing of companies first mobile (iOS & Android) free to play (F2P) game.
- Collaborated with project stakeholders in an Agile environment, i.e. QA, dev, design, business and production who are all involved with functional and cosmetic decisions at an early stage, as to prevent issues later down the line.
- Delivered significant improvements to the project bug creation & tracking process via lean and efficient JIRA workflows.
- Facilitated usability testing sessions with external users on the app, thus making sure that any new or existing features & overall functionality truly meet the user's needs and expectations.
- Helped mentor and influence a team of junior testers in QA practices and Agile methodologies.

Product Support Engineer

Westwing Home & Living GmbH

📅 2016 - 2018 📍 Munich, Germany

- Helped identify, prioritise and resolve user software issues.
- Participated in & also led user research sessions (observed & remote) to gather feedback on the internal tools used by employees.
- Communicated information gained to project stakeholders & product managers to ensure the best possible enhancements to internal tools.
- Created & documented new procedures for the support team, thus improving support metrics and streamlining the overall support process.

Lead QA Analyst

Intralot GmbH

📅 2015 - 2016 📍 Munich, Germany

- Successfully led testing of a new interactive gaming platform, this involved collaboration with cross functional teams based in Athens & Munich as extensive testing was needed on multiple platforms (website, self-service terminals, mobile app).
- Collaborated closely with the UX & design team in creating non functional test scripts for the testing of a new application style and branding guide for Germany's leading sports betting operator.

Software Test Analyst

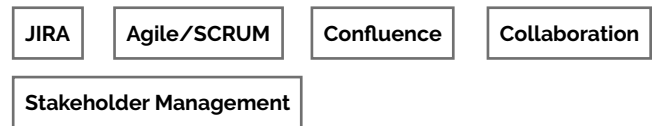
Hewlett-Packard & IntelliQA

📅 2001 - 2015 📍 UK & Europe

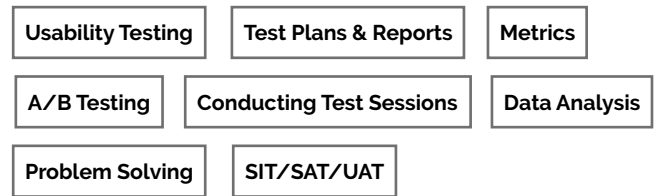
- Assessed & produced system test requirements from customer & user documentation, this gave me extensive knowledge of the product, also enabling me to assist colleagues whenever needed.
- Developed & executed test plans, user test scenarios, and test cases to remove known redundancy and ensure suitable test coverage.

SKILLS & TOOLS

Planning & Organisation



Testing



TRAINING & CERTIFICATIONS

User Interface & Visual Design

UX Design Institute + Glasgow University

📅 2021

User Interface & Visual Design

University of Arts London

📅 2021

B1 Level German

IG-Initiativ Gruppe

📅 2019

ISTQB - Foundation Certificate in Software Testing

ISTQB

📅 2004

'Essentials of Test Management' 'Essentials of Functional Testing'

IBM Certified

📅 2004