

Daniel Abbott

07834862182
info@danielabbott.co.uk
www.danielabbott.co.uk

5 Haberdasher Place
London N1 6BS

UX designer and researcher with creative and client-facing credentials. 13 years experience in digital design and production.

Skills

- Advocate for user-centred design
- Full life-cycle UX projects
- User research and usability testing
- Client workshops and stakeholder interviews
- Presenting design concepts and rationale to clients
- Mapping user journeys
- Sketching, wireframing and prototyping (low-high fidelity)
- Problem solving
- Project management and client liaison
- Graduated from General Assembly User Experience Design (UXD) January 2016
- Proficient in Sketch, Marvel, InVision, Keynote, Survey Monkey, Google Forms, Omnigraffle, Balsamiq, Illustrator, Photoshop, InDesign, Google Analytics

Current roles

Pixl8 / UX Consultant

February 2016 - present, London

- Implemented UX research and design process into the agency design workflow
- Selling UX as a service to clients, costing, pitching and winning work
- User research and user recruitment
- Qualitative and quantitative surveys
- Conducting and recording user interviews
- Facilitating usability testing remotely, in person and in lab
- Pairing with UI designers to expand sketches and wireframes, build pattern libraries and deliver iterative designs
- Stakeholder interviews with all levels of seniority
- Communicating research findings to clients to formulate a business case
- Solving UX problems for existing clients
- Redesigning existing processes and workflows
- Client requirement gathering workshops
- Writing functional specs and owning products through design, development and delivery
- Consulting on copy requirements for clients
- Rapid prototyping in Sketch and InVision

Bear Brooksbank / Digital Design Consultant

July 2015 - present, London

- Freelance work for a luxury jewellery brand
- Researched, wireframed, prototyped and delivered UX/UI
- Iterated on designs based on user feedback
- Ongoing ad-hoc work analysing data, writing copy and design iterations

Previous roles

Pixl8 / Senior Digital Project Manager

November 2014 - February 2016, London

- Returned to Pixl8 as lead digital PM
- Delivered projects for Stella McCartney, Royal Microscopical Society, Horticultural Trades Association

McCann Enterprise / Digital Project Manager

April 2014 - November 2014, London

- Integral part of new team tasked with integrating digital into existing creative offering
- Collaborating on projects with UX and creative teams
- Introducing project management process
- Scoping, costing and delivering digital products: large CMS web builds, microsites and apps.
- EE, Nestlé, Tata Communications, World Vision, Zurich

Pixl8 / Digital Project Manager

May 2013 - April 2014, London

- Project management for digital agency specialising in complex, technical website builds and CRM integration
- Managing budgets over £100K
- Managing a team of developers, designers, QA
- Agile and Prince2 depending on project (JIRA workflow)
- Collaborating with client stakeholders at all levels including CEO and board
- Controlling projects through Scoping, Design, Development, Delivery, UAT and Support phases
- Providing detailed schedules to stakeholders including third-party vendors
- Managing 5-10 projects of varying sizes at any one time

Macmillan Publishers / Digital Producer

May 2007 - May 2013, London

- Project management for e-learning products
- Website builds, CMS and LMS platform development, apps for iOS, HTML5 game development
- Leading project teams and planning projects using Prince2 and agile methodology
- Leading design, UX, video and audio production
- Managing budgets up to £65K and writing functional specs
- Hands-on production work in Flash, Photoshop, InDesign, Illustrator
- onestopenglish.com macmillanenglishcampus.com
www.macmillanpracticeonline.com

IOP Publishing / Web Production Editor

November 2005 - May 2007, Bristol

IOP Publishing / Electronic Product Support Specialist

September 2004 - October 2005, Bristol

Professional courses and qualifications

UX Design / General Assembly
London (generalassemb.ly)

Prince2 Foundation & Practitioner / Maven Training
London (maventraining.co.uk)

Web Project Management / e-consultancy
London (econsultancy.com)

Video Filming & Production / Tutored by Melissa Byers
London (melissabyersphotography.com)

Microsoft Project / In-house training at Macmillan Publishers
London (macmillaneducation.com)

Adobe Audition / Media Training Ltd
London (mediatraining.ltd.uk)

OCN Advanced Adobe Photoshop / Watershed
Bristol (watershed.co.uk)

Education

BA (Hons) Communication / Cardiff University 2003
Dissertation: Content Analysis of Visual Design

A Levels / North Devon College 2000
Media Studies (A)
A Level Art & Design (B)
A Level English Language (B)

Art

I have exhibited visual art in New York, London, Gothenburg, Munich and Bristol. I regularly sell my collage, painting, sculpture and digital work. See www.danielabbottart.co.uk for more.

Software and coding

JIRA, Trello, Microsoft Project, Merlin, Omniplan, Sharepoint, Basecamp, Basic HTML & CSS. Awareness of server side scripting languages and client side scripting libraries. Extensive experience of managing content in CMS.

References

Available upon request.