



JOB TITLE

SENIOR DESIGNER
UI//UX//Digital
//Integrated Designer
//Currently Available

WEBSITE

daviddancy.com

CONTACT DETAILS

daviddancy@me.com
 London, UK
 07971 821 608

STATUS

- Currently Available

NOTICE PERIOD

- N/A

LANGUAGES

- English
Native or bilingual proficiency
- Italian
Limited, working proficiency

SKILLS

- UI Design
- UX Design
- Prototyping
- Print Design
- Digital Design
- Integrated
- Design System
- Agile
- HTML
- CSS

TOOLS

- Adobe
- Illustrator
- Photoshop
- InDesign
- XD
- Figma
- Sketch
- Marvel
- InVision
- Zeplin
- Abstract
- Axure
- Proto.io
- Moqups

SUMMARY

I've worked with diverse clients in the **Financial/Fintech** sector such as **Sage, Barclays, M&G, Santander, HSBC, L&G, Paypal, Lloyds**, and others. Additionally, I've collaborated with brands like **Virgin Media, Sony, Disney Store, Ralph Lauren, Schweppes, BMW/Mini, Square Enix, The Economist, Lucozade, Pottermore, UNNC - Women**, and more, spanning **Media, Tech**, and **FMCG** sectors. I've been associated with agencies including **RAPP, Ogilvy, TBWA, DBB - Adam & Eve, Chameleon, Engage Works, ORM, 9 Yards, Fearless, Hello Human, Tangible, Saatchi, Polymath, Blue State, Schibsted, Cedar, Sapient, Radical Company**, and **Collective**. My experience extends to both **client-side** and **agency-side** roles across various responsibilities.

I specialise in **UI Design, Digital Design, Layout, Logo and Identity, UX, Typography, Illustration, Icon Design, Wire-framing, and Prototyping**. Skilled in traditional hand **sketching/Drawing, Adobe** Apps, particularly **Photoshop, Illustrator, InDesign**, and **XD**. Additionally, I have extensive experience with **Figma, Sketch, Zeplin, Invision (DSM), Zero Height, Marvel** for prototyping, and **Abstract** for collaboration. I'm comfortable learning and using new tools and methodologies, and I have expertise in building **Design Systems** and applying **Atomic Design principles** in my design process. My adaptability makes me well-suited for integration into new teams.

EXPERIENCE

SAGE	MAR 2023-AUG 2023 (6 MONTHS)	CONSULTANT // SOLUTION // UX // UI // DESIGNER
	Second contract at Sage involved collaborating in a small team focused on customer retention. Contributed to a project emphasising customer interaction and involvement. Specifically, redesigned Sage's Community pages, including forums and communication channels on the site. Approach involved a mobile-first strategy, developing responsive layouts for all screen sizes, and establishing a Design System/UI kit based on componentization for easy re-use across the site.	

LLOYDS - LBG	SEP 2022-MAR 2023 (6 MONTHS)	SENIOR UI / UX / VISUAL DESIGNER
	Collaborated with the Lloyds team on a rebranding project spanning Halifax, Bank of Scotland, and Lloyds. Utilising Figma, I played a key role in constructing a Design System UI kit supporting all three brands. Following the Atomic design principle, I created components to build a unified design system for use by all designers working on these brands. The project, conducted within a focused team, included design, prototyping, and presentations to stakeholders to ensure alignment of requirements across all three brands.	

SAGE	NOV 2021-OCT 2022 (10 MONTHS)	SENIOR VISUAL DESIGNER (UX/UI/XD)
	Over 10 months, I played a key role in constructing a comprehensive Design System for Sage. This initiative followed Sage's extensive rebranding. My team's task involved integrating new design elements across thousands of pages, refining or completely redesigning UI elements. We compiled, defined, and documented guidelines while building the Design System using tools like Figma and the Zero Height platform. Though a time-consuming process, the soft launch of the system has received positive feedback within Sage. This system now equips future designers with the necessary resources to create innovative products and services on the Sage platform.	

WUNDERMAN THOMPSON	2019/20/21 (12 MONTHS)	SENIOR DESIGNER // UI // DIGITAL // VISUAL // PRINT //
	At WT across a number of clients, BT, EE, Samsung, GSK, Avon, Lexus, GE, HSBC, Ingka, Microsoft and Shell. Worked on UI Design , Email Design, DM Design, App Design and Interaction design, as well as lots of Print Design across various projects. Often working with a Creative Director to ensure that all branding elements were consistent and guidlines were being strictly followed.	

LANDOR & FITCH	2021 (2 MONTHS)	SENIOR DIGITAL DESIGNER - UI/UX
	I was brought on board to test the robustness of rebranding for a prestigious client (BP) I engaged with the client and offered Digital Design Direction on Typeface and font choices, Colour palette and usage and layout for web and mobile platforms. Testing in prototypes and rapid iterative redesigning and delivery of assets to development.	

RAPP	NOV 2019 (1 MONTH)	SENIOR DESIGNER - PRINT - DIGITAL
	Worked on Virgin Media at Rapp. Creating DM assets. Booklets, flyers, and other DM packs with VM branding. Working closely with the CD to ensure branding consistency and introducing new branding elements as they came in from the ATL agency.	

1E LTO	2018 / 2019 (9 MONTHS)	SENIOR UX AND UI DESIGN
	1E is an Enterprise Endpoint Security Management Solutions Company I spent 9 months with 1E helping them to create a design system which they could apply across all of their various security management platforms using Sketch, Abstract, Zeplin, Marvel, Adobe Cloud storage and a close relationship with the UI Developer team, I helped to build a design system which will enable them to apply the new design system across all existing and new products they create.	

PREVIOUS EXPERIENCE

ORM (M&G)	DEC 2017 - AUG 2018 (6 MONTHS)	SENIOR UX/UI DESIGNER
AIRPORTA	JUL 2016 - OCT 2016 (4 MONTHS)	SENIOR UX/UI DESIGNER
SCHIBSTED	OCT 2016 - DEC 2016 (3 MONTHS)	SENIOR UX/UI DESIGNER
COLLECTIVE	MAR 2016 - APR 2016 (2 MONTHS)	SENIOR DIGITAL DESIGNER
THE DISNEY STORE	MAR 2016 - JUN 2016 (4 MONTHS)	SENIOR UI/WEB DESIGNER
LOVE HOME SWAP	AUG 2015 - FEB 2016 (7 MONTHS)	SENIOR/LEAD DESIGNER
SAPIENT NITRO (BARCLAYS)	NOV - 2014 - JULY 2015 (9MONTHS)	SENIOR WEB/UI DESIGNER

EDUCATION

Glasgow Caledonian University Graphic Design (Degree BSc) Glasgow, 1997 - 2000	Glasgow College of Building & printing Graphic Design (HND) Glasgow, 1995 - 1997
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REFERENCES

| On request