



## JOB TITLE

SENIOR UI DESIGNER  
SENIOR UV/UX/DIGITAL DESIGNER  
SENIOR INTEGRATED DESIGNER

## WEBSITE

[daviddancy.com](http://daviddancy.com)

## CONTACT DETAILS

[daviddancy@me.com](mailto:daviddancy@me.com)  
[david@daviddancy.com](mailto:david@daviddancy.com)  
Location: 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
- Miro
- Sketch
- Marvel
- InVision (RIP)
- Zeplin
- Abstract
- Axure
- Proto.io
- Moqups

## EXPERIENCE

15+ YEARS EXPERIENCE IN WEB/DIGITAL/UI/UX AND PRODUCT DESIGN

## CLIENTS - 12 MONTHS

AUG 2023-PRESENT 2024

UI/UX DESIGN - APP - WEB - PRINT

- Over the last 12 months, I have worked on many projects and for a wide range of clients, within multiple sectors.
- This work has been in Banking, Investment, Military, Education, SaaS, Print, Illustration, Design System, UI Design, App Design, Identity, Brand, Prototyping, as well as creating work with junior designers on a mentoring basis.
- It's been an interesting and challenging year. Looking forward to what's to come.

Figma Adobe Photoshop Illustrator XD App Prototyping UI UX InDesign Product Digital

## SAGE

MAR 2023-AUG 2023 (6 MONTHS)

SENIOR UI/UX DESIGNER // SENIOR PRODUCT DESIGNER

- Spearheaded this project with a small team, on this second contract at Sage, focusing on customer retention, and contributed to a pronounced increase in customer interaction by a significant percentage.
- Specifically, redesigned Sage's Community pages, incorporating forums and communication channels on the site. I utilised assets I had previously created on the Design System project.
- Implemented a mobile-first strategy, resulting in responsive layouts for all screen sizes.
- Established a separate Design System/UI Kit based on design tokens and components to facilitate easy re-use across the site for designers company-wide.

Figma Adobe Prototyping UI UX Product Digital

## LLOYDS - LBG

SEP 2022-MAR 2023 (6 MONTHS)

SENIOR UI/UX DESIGNER // VISUAL DESIGNER

- Collaborated with the Lloyds team on a rebranding project spanning Halifax, Bank of Scotland, and Lloyds.
- Constructed a Design System UI kit supporting three brands using Figma, contributing significantly to its development.
- Created components adhering to the Atomic design principle, resulting in the establishment of a unified design system utilised by +100 designers across all three brands.
- Led a focused team in a project involving design, prototyping, and stakeholder presentations, ensuring alignment of requirements across all three brands ensuring all stakeholder requirements were met.

Figma Adobe App Prototyping UI UX Product Digital

## SAGE

NOV 2021-OCT 2022 (10 MONTHS)

SENIOR UI/UX DESIGNER - UX/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 (5000+), refining or completely redesigning UI elements.
- I compiled, defined, and documented guidelines while building the Design System using tools like Figma and the Zero Height platform. Streamlining workflows and efficiency within the team.
- Post launch, the design system has received positive feedback within Sage and is used extensively within multiple design teams. I've even used it myself on other Sage products.
- This system now equips future designers (500+ worldwide) with the necessary resources to create innovative products and services on the Sage platform.

Figma Adobe App Prototyping UI UX Design System Product Digital

## WUNDERMAN THOMPSON (VML)

2019/20/21 (12 MONTHS)

SENIOR DESIGNER - UI/DIGITAL/VISUAL/PRINT

- At WT (VML) 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. Overall, I have worked Wunderman over many years.
- Collaborated frequently with Creative Director and various stakeholders to maintain consistency in branding elements, ensuring strict adherence to guidelines and brand values.

Figma Sketch Adobe Photoshop Illustrator InDesign XD Prototyping UI UX Product Digital Integrated

## LANDOR & FITCH

2021 (2 MONTHS)

SENIOR DIGITAL DESIGNER - UI/UX

- Provided Digital Design Direction for rebranding efforts for BP, offering guidance on Typeface and font choices, Colour palette usage, and layout for web and mobile platforms.
- Conducted testing in prototypes and facilitated rapid iterative redesigning, leading to efficient asset delivery to development.

Sketch Adobe XD App Prototyping UI UX Product Digital Integrated

## RAPP

NOV 2019 (1 MONTH)

SENIOR DESIGNER - PRINT - DIGITAL

- Produced digital marketing assets for Virgin Media at Rapp, including DM assets, booklets, flyers, and DM packs, showcasing VM branding consistently.
- Collaborated closely with the Creative Director to introduce new branding elements in alignment with guidelines.

Adobe Photoshop Illustrator InDesign Print App Product Digital Integrated

## 1E LTD

2018 / 2019 (9 MONTHS)

SENIOR UX AND UI DESIGN

- 9 month project with 1E, created a design system which they could apply across all of their various security management platforms using Sketch, Abstract, Zeplin, Marvel, Adobe Cloud storage. Liaising with the development team.
- Performed UX audits and recalibration of all existing products to align and strategically optimise cross platform.
- Created a design system which will enable them to apply the design language across all existing and future products.

Sketch Adobe Photoshop Illustrator InDesign Prototyping UI UX Product Digital

## 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, 1998 - 2000

Glasgow College of Building & printing  
Graphic Design ( HND )  
Glasgow, 1996 - 1998