

Daniel Dobson

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Outstanding motivational leadership and entrepreneurial drive, combined with acute business insight and creative talent leveraged to produce quality projects across a broad spectrum of platforms.

Proven success and adaptability to contribute to the growth and expansion of an organisation. Possess exceptional communication and interpersonal skills that optimise the efficacy of collaborative relationships and drive an organisation forward towards set goals. Proficient across design, product and technology disciplines; balance enthusiasm, a passion for learning and creativity with meticulous attention to detail alongside willingness to incorporate an alternative viewpoint to find a way forward.

Professional Experience

Aviva Digital Garage, Lead Product Designer - Next-Gen Mobile

Jan 2022 - Current

Lead the creation of design solutions across multiple squads and contributing when needed; to develop innovative ideas and solutions. Managing and providing design feedback to colleagues as part of peer-to-peer reviews to ensure high quality, consistent experiences for customers and strengthening the craft community across Aviva. Working closely with Product Leadership to ensure product, craft, quality, and accessibility standards and requirements are applied across Aviva.

Selected Achievements

- Working closely with business leaders and influencing cross-functional teams to transition to a service design model, to enable value-driven prioritisation and deliver high-quality end-to-end customer experiences.
- Establishing CX Quality Frameworks to drive value between Product, Design & Engineering metrics to business KPI's and help drive clear prioritisation activity across the business.
- Drive vision and product roadmaps, including Minimum Viable Products for featured propositions, while including longer term assessment of future needs and mapping of current initiatives against it with peers in research and product.
- Implementing new organisational design, processes and agile ways of working across product teams, to focus on Design Thinking, drive programme efficiencies and unlock long term benefits to the business.
- Delivering One Aviva Strategy including core Direct Wealth propositions aimed at helping more than a million UK customers with their financial planning needs, as part of wider platforming of the MyAviva B2C App onto future-proofed tech-stack.

Aviva Digital Garage,
Senior Product Designer
London
Mar 2018 - Dec 2021

Part of Aviva's rapidly growing Digital Campus based in Shoreditch, working across a range of B2C and B2B projects both internally and for external clients. Influencing across the business to establish user-centred design methodologies, as a strategic asset for the business. Involved in a range of high profile initiatives including UK-Wide Customer Experience Strategy, as well as providing valuable inputs to multiple product squads across the digital function.

Selected Achievements

- Leading on [Future Experience Vision](#) as part of a wider Customer Experience Strategy, including communicating this vision across the company including board level and senior leadership teams.
- Design and implementation of Tigris [Mobile Design System](#) to rapidly design and build numerous B2C and B2B Apps. Supported by robust documentation to enable a consistent Customer Experience with a focus on re-usability across product teams to allow products to be shipped to market faster.
- Focusing heavily on UCD design principles and processes to educate the wider business into the benefits of customer-centric design as well as supporting these efforts with Stakeholder Management Workshops & Initiatives..
- Reviewing and sharing insights from quantitative, qualitative research: Synthesizing UX research and insights with market research, web analytics data, as well as other data from other departments to support product owners and inform customer-driven roadmaps.
- Establishing trusted working relationships with Product Managers, Business Analysts and Engineers to evolve the wider business strategy while establishing user-centered design practices as a strategic asset for the business.
- Driving Design Maturity through a DesignOps programme, including implementation of [CX playbooks](#) and other key initiatives to evangelise best practice within the business.
- Nominated for Emerging Leaders programme, designed to identify and develop future leaders early in their careers and provide executive level development to Aviva's most promising people.

Freelance Product Designer
London
Oct 2017 - Feb 2018

Providing consultancy services to established brands and start-ups on a range of digital projects including pitch work for TED Baker, Appear Here & Tesco. Working with Ted Baker on their new employee experience portal focused on employee wellbeing, engagement and retention.

FORM Agency, Founder

eCommerce Agency, conceptualised and implemented numerous online

May 2014 - Sep 2017

stores and unique branding strategies working with well known content creators and social media influencers: allowing them to more intimately connect with their fans as well as representing clients at a number of live events across the UK.

Composed exceptional promotional content across a range of digital and print touchpoints, along with providing integral support to business growth by building a dynamic network of contractors and third party suppliers. Established and maintained truly high standards of client communication; successfully incorporating a variety of third party technologies across all stores. Composed insightful quarterly sales reports in order to guide future decisions and presented the findings of these reports to clients and major stakeholders.

Selected Achievements

- Grew total revenue to over £1.2 million while consistently achieving business growth of 100% year on year through the use of a unique service offering and innovative branding strategies.
- Designed, launched and managed numerous eCommerce stores empowered by a scalable and robust fulfillment, customer service and reporting network. Supported by a fully designed and built [client dashboard](#) to report sales and stock figures to clients.
- Working with Shopify and OpenDesk to design and build a patented '[Pop-Up Shop](#)', to represent client brands at live events across the UK.
- Utilised online advertising methods in order to increase brand exposure; reaching 800,000 unique website visitors, and organically grew social media following to over 300,000 across numerous channels.

Educational Background & Qualifications

BSc (Honours) in Product Design & Technology 2013,
Loughborough University, UK

NN/g UX Certification - 1047546 2021

Achieved NN/g UX Accreditation, with a focus on the following modules: Becoming a UX Strategist, CX Transformation and Journey Management, DesignOps: Scaling UX Research & Design, Facilitating Design Workshops, Generating Big Ideas with Design Thinking.

<https://www.nngroup.com/ux-certification/verify/>

Google Analytics Individual Qualification

Professional Scrum Product Owner I (PSPO I), 2021

Key Skills

Design Systems & Systems Thinking, User Research, UI/UX Design, Prototyping, Product Strategy, Business Development, Digital Analytics, Workshops, Social Media Marketing, Copywriting, Branding.