Daniel Herbert
UX & Product Designer.

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PROFILE

Award Winning UX and Product Design Graduate seeking an opportunity in an innovative and creative design team. Throughout my degree, and in my extra curricular UX work, I have developed a wealth of skill sets leveraging the latest UX/UI tools and CI/CD best practices.

I have both paid and unpaid experience in this field, stretching back over four years. Most recently, I was nominated for an RSA "Student Design Award" on behalf of The University of Winchester. I work effectively independently and collaboratively as part of multidisciplinary teams and enjoy designing and developing my portfolio, using tools such as Figma and full Adobe Creative and Substance Suite.

After completing a placement at BT Group during my degree, I am seeking a career in UX design that aligns with my professional aspirations of working with an innovative organisation. For a closer look at my work, please review my portfolio here.

Driven to solve problems, innovate, and make a positive impact, I am eager to contribute to a team with a focus on user-centric design, automation, integration and making technological advancements accessible to all. Paramount is the chance to continually learn, expand my knowledge, and embrace the new challenges and opportunities that come with being part of an innovative team and effecting change with the cutting-edge technologies of AI and automation that the design industry is becoming renowned for.

EDUCATION

BA (Hons) Digital Media Design | First-Class (4.25 GPA) | The University of Winchester

- UX/UI Research, Design and Development
- Branding Design and Design Systems
- Business Enterprise Focus
- Dissertation | Enhancing the User Experience Process: Examining the Debate on Artificial Intelligence Integration in User Experience Web Design

A-Levels | Maths, Biology, Chemistry and EPQ

PROFESSIONAL DEVELOPMENT

IBM | Practitioner
Enterprise Design Thinking

Google
UX Design Professional Training

Interaction Design Foundation
Human-Computer Interaction: The Foundations of UX Design

TOOLS

Figma	HTML	Final Cut Pro	Adobe Illustrator
FigJam	CSS	Motion	Adobe Substance
Adobe XD	Webflow	Mural	Reality Composer Pro

SKILLS

Product Strategy	Visual Design	Empathy	Problem Solving
Design Thinking	Interaction Design	Pragmatic	Time Management
Agile Methodology	Usability Research	Communication	Team Collaboration

AWARDS & ACHIEVEMENTS

The University of Winchester

- Winchester Scholar
- Outstanding Academic Achievement
- Best Pitch and Business Plan of 2023 | Golden Salmon
- Nominated for an RSA award for "Student Design Awards" | Vital Heart

Extra Curriculum

- Level 1 and Level 2 CSIA Trained Ski Instructor | Big White Ski School, Canada
- Karate 1st KYU
- Bronze DoE Award
- RYA Sailing Level 4
- Snowsports Captain

WORK EXPERIENCE

Product Designer Placement | BT Group — Nov 2022

Successfully co-created a new 'Learn More' page for the Apple Watch Ultra on the EE website, aiming to inform customers about it's features and benefits, during a placement in the Consumer Digital team. Link

- Developed my experience of the end to end design process, including discovery, research, ideation, prototyping, usability testing and affinity mapping.
- Participated in usability testing of five EE customers, including a registered blind user, which deepened my understanding of designing for those with accessibility needs, especially the use of screen readers and alt text.
- Partook in agile ceremonies with mentors and their squads, including stand-up and sprint planning. I also lead retrospectives and crazy eights sessions.
- I actively seek continuous feedback from mentors and iteratively develop my designs whilst having weekly mentoring sessions for the duration of 14 months.

Seasonal Supervisor & Chef | The Noisy Lobster — Jun 2017 - Present

- Supervised and optimised staff scheduling, ensuring exceptional service delivery.
- Refreshed kitchen layout design and POS system, resulting in a 150% sales increase.
- This fast-paced environment, cooking for up to 1000 customers per day, developed my strong communication and awareness skills, especially under immense pressure; proven to be valuable in my collaborations with researchers, engineers, and stakeholders.

CLIENT PROJECTS

Digital & Product Designer | Golden Salmon — Nov 2022 - May 2023

I led the ideation and design of a captivating small-batch rum distillery, excelled in leading the end-to-end design and development of a cutting-edge website with a mobile-first approach. Link

- Led cross-functional teams in ideating, designing, and developing a new rum company.
- Ensured customer-centric designs met user needs and expectations.
- Proficiently utilised 2D and 3D design tools to create bottle prototypes and models.
- Incorporated cutting-edge AR experiences and a distinctive bottle design into the brand.
- Collaborated closely with manufacturers to ensure cost-effective and feasible production.
- Designed, developed and usability tested a captivating website for the rum distillery.
- Awarded the Best Pitch and Business Plan of 2023 from The University of Winchester.

Product & Content Designer | Bourne Valley PYO — Oct 2022 - Apr 2023

Led the design and implementation of an engaging website to elevate the Bourne Valley Pick Your Own's online presence and enhance customer experience. Link

- Conducted comprehensive information gathering, requirements analysis, and thorough user research and market analysis.
- Leveraged web design and development expertise, utilising Figma and Webflow, to craft an interactive website that provides vital information, updates, and access to special events for customers.
- Streamlined business management through integrated communication capabilities, ensuring seamless farm-customer interactions.
- Successfully prototyped the website resulting in significant boosts to the farm's online visibility, facilitating convenient pick-your-own session bookings, and improving customer communication.

Product, Brand & Physical Designer | Bar Box — Jan 2022 - May 2022

Designed and developed Bar Box, an eco-friendly carrier case for soap bars, integrating branding, user experience, and user interface design for a serial eco-entrepreneur. Link

- Researched competition and identified target audience, crafting a compelling brand with comprehensive guidelines that emphasise environmental responsibility.
- Incorporated sustainable design principles, using recycled materials in production.
- Conducted user testing and collaborated with a 3D designer to co-create a prototype.
- Successfully prototyped the product launch site with focuses on reflecting the brand's values and seamless user experience.

References Available Upon Request