DANIEL JORDAN

Product Designer

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Summary

I'm an experienced and committed Product Designer, with a focus on solving complex business problems with the best possible software experiences. I have a broad spectrum of skills, from user research through to high-fidelity UI designs.

Skills

- Wire-framing at the appropriate fidelity: whiteboards, sketching and paper prototypes.
- Hi-fidelity design from mobile to desktop with tools such as Figma, Sketch and Illustrator.
- Analytics with SumoLogic, Google Analytics/ Tag Manager, FullStory and Pendo.
- HTML, CSS, JavaScript and data visualisation with Highcharts and D3.

- Strong leader; able to influence others to achieve successful outcomes.
- Confident public speaker whether presenting to teams or large audiences.
- Able to articulate complex ideas and decisions to different stakeholders with different abilities and backgrounds.
- Empathetic user researcher with years of customer service experience.

Work Experience

Dexibit Ltd., Auckland, New Zealand

(June 2020 - Present)

Design Director (May '21 - Present)

I currently oversee every aspect of the product design process from discovery through to final stages of delivery across three product teams. This role allows me to lean deeply into my passion for data design.

As a leader in the company, I coordinate product strategy within the leadership committee and take an active role in pushing the company to achieve excellence in product development.

I also take a wholistic role in the design of the company - from designing the logo and brand through to the design of the office.

Senior Product Designer (Jun '20 - May '21)

Working with museum analytics startup Dexibit Ltd. to formalise their design system as they migrated to a new frontend framework. Work involves creating a styleguide/design system in collaboration with the development and product teams.

Cin7 Ltd., Auckland, New Zealand

(January 2014 - May 2020)

Product Designer (Sep '19 - May '20)

I worked with a number of teams, from product ideation through to launch, with the goal of enhancing user experience, and creating beautiful, usable products that customers love.

- Running design workshops in the early stages of product development.
- Creating personas, user journey maps and workflows to document research.
- Undertaking qualitative and quantitive research.
- Using Figma to create high-fidelity prototypes for a variety of screen dimensions.
- Working closely with agile development teams to rapidly build products and design systems.
- Championing the value of design thinking throughout the company.

Product Owner (Mar '16 - Sep '19)

I worked closely with customers to solve problems, make wireframes and prototypes, document requirements and quantify success.

- Developing and pitching product proposals.
- Gathering user stories and documenting these as requirements.
- Sketching, wire-framing and high-fidelity prototyping.
- Communicating decisions to executives and wider team.
- Analysing qualitative and quantitative data to iterate products.

Project Manager / Onboarding Specialist (Jan '14 - Mar '16)

I started at Cin7 as a project manager, bringing new customers onboard the system and communicating their requirements to the development team as we found product-market fit.

- Talking to and understanding needs of customers.
- Working with developers to build or improve features.
- Managing my own time and handling deadlines.

Calabash Group Services Ltd, London, UK

(January 2011 - December 2013)

Project Manager

I worked at Calabash Group for three years, maximising potential in their existing software, and researching, implementing and managing development of new database, CRM and logistics systems.

Education

Bristol University, UK (2005 - 2008), English Literature BA(Hons)
Verulam School, St Albans, UK (1998 - 2005)