

Neil Dawson CV

I'm an experience designer with over ten years in the industry, known for my thoroughness, care, and humour.

I fight for the users.

Experience

Senior Experience Designer, People Make

August 2022 - November 2023

Embedded in multiple product squads for a decentralised trading blockchain, improving experiences from documentation to trading console. Later switched to start-up mode for People Make's in-house product, Reno.

Lead Product Designer, TotallyMoney

July 2019 - January 2022

In-house role where I led UX design and product thinking in multiple product triads, while overseeing other designers and shaping team practices. Notably set direction and led design for the credit health check, which became a key growth driver, and established weekly customer interviews.

Senior Experience Designer, AnalogFolk

September 2015 - September 2018

Led UX design on projects for clients including HSBC, Sainsbury's, Nando's, and Dulux. Worked in close-knit squads with tech, production, data, clients, and other disciplines.

Senior Experience Designer, Cyber-Duck

June 2011 - August 2015

My first design role where I progressed from Junior to Senior UX designer and project manager on more than 15 client projects.

Skills

- **Product strategy**
Identifying opportunities, aligning with business goals, working in triads with product and engineering
- **Research**
Planning, facilitating, and analysing evaluative and generative studies
- **Ideation and prototyping**
Workshopping, sketching, Miro, Figma, Axure RP, HTML & CSS
- **Experience design**
Information architecture, UX writing, interaction design, and a wee bit of UI design
- **Communication and advocacy**
Writing, public speaking, facilitating
- **Leadership**
Overseeing and supporting other designers, refining team practices

Education

Interactive Media Design BSc (Hons)
University of Dundee
2006 - 2010

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