

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

Lead Product Designer, TotallyMoney

July 2019 - January 2022

- Led UX design and product thinking across multiple product squads, coaching other product designers and overseeing their work.
- Helped evolve and facilitate team practices like design critiques and research planning, notably establishing weekly customer interviews and advocating for a home-brew customer panel.
- Documentation champion and nerd.

Senior Experience Designer, AnalogFolk

September 2015 - September 2018

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

Senior User Experience Designer, Cyber-Duck

June 2011 - August 2015

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

See my full CV and portfolio for more.

Skills

- **Product strategy**
Identifying opportunities, interpreting business goals, working in tandem with product managers
- **Research**
Planning, facilitating, and analysing, particularly for evaluative studies
- **Concepting and prototyping**
Sketching, Figma, Axure RP, HTML & CSS
- **Experience design**
Information architecture, UX writing, interaction design, and a wee bit of UI design
- **Communication and storytelling**
Writing, public speaking, facilitating
- **Mentoring**
Supporting and guiding junior designers

Education

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

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