Dan Richardson

Product design manager with a background in Fintech, User Research and Accessibility. Building happy, high-performing teams for over 15 years.

Experience

Uncapped - Lead Product Designer
Alternative B2B lending provider   Jan 2023 - Present   Remote

Managed, mentored and scaled the design team. Optimised open-finance connections leading to a 25% increase in the successful collection of underwriting data. Designed and built targeted marketing campaigns contributing to a 75% increase in volume.

FairHQ - Senior Product Designer
Startup HR Platform acquired by Charlie HR   Jun 2022 - Nov 2022   Remote

Led all design activities across product and marketing. Interviewed early adopters and redesigned an action-focused insights dashboard leading to a 12% increase in engagement. Contributed to a successful acquisition by Charlie HR.

Ignition - Senior Product Designer
Whitelabel financial advice platform   May 2021 - May 2022   Remote

Developed a themeable design system capable of creating multi-brand financial advice journeys 250% quicker than previous methods. Worked with partners such as M&G, Investec and BOI to collect user feedback and optimize financial advice journeys

FreeAgent - Product Designer, Banking Integrations
Accounting software for small businesses   June 2020 - May 2021   Edinburgh

Designed banking connection flows and transaction-based insights. Collaborated with NatWest to deliver accounting insights to business customers. 70% increase in sign-ups from mobile banking channels.

Whitespace - UX Designer
Digital agency acquired by Dentsu Aegis   Jul 2020 - May 2021   Edinburgh

One of the top digital agencies in Scotland. Facilitating and running large-scale accessibility and research projects with the Scottish Government. Running design sprints and user journey mapping workshops. 78% increase in new visitors to major national marketing and information sites such as scotland.org

Greaves Best Design - Industrial Designer
Design agency   Nov 2007 - Jul 2015   Southampton

I designed some of the highest-selling consumer, commercial and medical product ranges in the UK. Including working on some of the first touchscreen UIs in their market

Portfolio

danrichardsonux.com

Email

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+447800766297

Education

Design for Industry
BA (Hons), 1st Class
2003-2007 Northumbria University

Hire me if you need help with...

AI Prototyping
I use Loveable, Bolt, V0 and more to get from idea to MVP at speeds previously thought impossible

Design System management
Overwhelmed by messy files and lack of parity with production? I deploy expert, best practices for happy FE teams

Hiring and mentoring
I regularly work with hiring managers to grow operationally excellent design functions within organisations

Connecting design with ROI
My teams track the impact of their work on business goals to ensure we are always contributing to strategic pillars

Navigating accessibility
I've traveled around Scotland interviewing disabled users and conducted audits for the Scottish Government

Executing UI details
With a far greater understanding of code than most designers, I help teams take their ideas from craft to reality

"Dan is a fantastic manager and mentor. He has a clear grasp of what leadership need, translates it into actionable goals for our team and proactively facilitates cross-functional communication."

Stiliyana Petrova - Former marketing designer @ Uncapped