Daniel White

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Professional Summary

Product Design leader with two decades experience and an extensive track record building strong, high-morale multidisciplinary design and products teams that have successfully delivered multiple software product launches at a global scale.
Extensive experience within start-ups and supporting organisations through transitions in growth with the introduction of scalable design processes and practices. Success in developing and implementing comprehensive UX strategy that align to business goals and product strategy.

Highly skilled in developing and incorporating design languages/systems, data-driven/user-centric 'hands on' design, qualitative and quantitative research and a proven track record of driving user and business value in highly agile environments.

Notable highlights include the definition of Microsoft MSN's DDK (Design and Development kit), JUST EAT's first Product Design teams and successful IPO in 2012.

Experience

Product Design Director - Eigen Technologies Ltd
http://www.eigentech.com

- Scaled a Product Design team across UK and Portugal.
- Collaborated with Product to define the "Eigen 5 enterprise strategy", product roadmap and design vision.
- Established Eigen's accessibility policy.
- Introduced EIS design system & language optimized for faster productization and scaling consistent delivery beyond a dozen squads.

CXO/ Chief Experience Officer – 90POE
(Oct 2017 – Aug 2021) 3yr 10m
http://www.90poe.io

- Responsible for all aspects of the product and customer experience, design strategy and leadership across Ninety Percent of Everything Ltd and it's platform (Open Ocean Studio) and Vessel IOT.
- C-suite leadership and growth across the company over 4 years from less than 10 people; to more than 120 people across Europe.
- Line Management of Design leads and extended teams across Crewing, Operations, Vessel, Maintainance, Compliance and Platform domains/verticals.

- Introduced numerous research and agile product practices and processes across the organisation
- The visual definition and creation of the Open Ocean Studio platform, design system (CORAL), brand definition and company identity.
- Discovery facilitation, oversight and workshop planning (50+ workshops/sessions)
- Creation, collaboration and leadership across dozens of digital products, tools and services within Open Ocean Studio.

SVP of Product & Design - OfficeServe Ltd
Oct 2016 – Aug 2017

- Product Design and operations management for OfficeServe Technologies E-Commerce Platform.
- From March 2017 – COO, Board member and Director for OfficeServe Ltd.
- Defined Web, Mobile and Native Apps for OfficeServe.
- V2 - Built Product, Design and Engineering teams from ground up
- Defined the product development process, success metrics and product roadmap
- Implemented Product Analytics and measurement.
- Adopted and evangelised a customer centric product strategy through data driven decisions and user feedback..

Owner/Founder – DCCW Ltd
(August 2015 - Oct 2016)

- After a short sabbatical and career break, worked as a design consultant and board advisor for a couple of logistics based start-ups..

Director of UX and Design - JUST EAT Ltd
(August 2014 - July 2015)
http://www.just-eat.co.uk | http://www.just-eat.com

- UX, Design & Research leadership across Just Eat consumer websites globally, Mobile Apps (iPhone, Android, iPad and Windows Mobile) and Business/ SAAS tools and platforms, plus various other consumer touchpoints.
- Definition and collaboration across the Design and Product Strategy
- Strategic alignment with operations, marketing, product and engineering teams.
- Built and recruited a new User Experience team within JUST EAT.
- Supported Just Eat IPO in June 2014
- Successfully improved conversion metrics through improved UX across the entire E-Commerce funnel.
- Design Vision, Strategy and Product roadmap prioritization for both the UK and INTL markets.
- Collaborated with key stakeholders across the entire business to establish the company performance measurement system (OKR's).
- Introduced dedicated UX research and established effective qualitative and quantitative research practices.
- Introduced rapid innovation and prototyping methodologies and improved speed of productization.
- Career Development, mentoring/coaching & performance management

User Experience Designer – Microsoft

June 2009 – September 2013 (4yr, 4mths)

https://microsoft.com/

- Brand development and evangelism of MSN Human Interface Guidelines.
- Visual Design/ IA and UX for the MSN international homepages and channels across 43 markets.
- Location manager for the London UX team (4 FTE's & 2 CSG's) – 2012/2013.
- Human Interface guidelines for Global MSN UX
- Design Lead - MSN London Olympic 2012 coverage, World Cup 2014 and Winter Olympics 2014.
- Design/ UX and IA of the XMEN, Windows7 and Window Mobile feature websites (on MSN)
- Ensuring global accessibility standards through large scale functional and pragmatic design methodology.
- Collaborative and agile product delivery within multidisciplinary teams located globally.
- Platform visual development and design evangelism.
- External product review and feedback for the new Windows 7 mobile and MSN UK homepage.

Wasabi Online Ltd - Group Creative Director

(Jan 2008 – Jan 2009)

- Wasabi.com is a popular European social networking site, which brings people together around their common interests. Wasabi currently supports an active database of over 4 million users in Spain, Germany, France, Italy and UK.
- Global User Experience and Group Creative Direction
- Visual design and architecture the current B2C , B2B and partner micro-sites
- Staff mentoring, training, requisition and performance reviews
- Facilitating creative workshops/ brainstorms and scrum sessions.
- Client relationships / stakeholder management and budget management

T5M - Senior User Experience Consultant

(2007 – 2008)

- Developed GUI architecture and user experience for a socially-conscious entertainment and lifestyle video site http://www.t5m.com, financially backed by Microsoft and the founders of Skype and Lastminute.com.
- Website design and development and platform foundation architecture.
- Platform and Content Manage service integration.
- User interface design / Brand integration (Coca-Cola, Disney, Dunhill, Ford)
- IA and project management, Business development

Creative Director / Founder - FATFUNK

(2003 – 2007)

- FATFUNK's core business was the production of rich interactive websites, branding identity and web hosting. It was sold and incorporated into another digital agency prior to moving to the UK.
- General day to day operational and human resource management of a small team of designers and developers`
- Forming new client relationships and ensuring client retention.
- Human Resources (Staff requisition, management, reviews)

Digital Media Lecturer - Media Design School

(Jan 2005- Jan 2007)

- The employment rate of "Digital Media" at Media design school (http://www.mediadesign.school.nz/) is 100%; often handpicked before graduation by companies such as Saatchi and Saatchi, Tribal DDB Auckland and TVNZ. Students were taught the basic of Industry standard digital media production, visual design and typography.

Digital Communications Lecturer - Auckland University of Technology

(2004)

- Lecturer for Web Media Production and Advanced Web Media Production for 1st, 2nd and 3rd Year University students studying a Bachelor of Communication studies (BCS).

Education

- Diploma of Digital Media – Media design school *(distinction award for "highly commended in design and innovation" 2004)*

Core Skills

- Product and Design leadership
- Product and Design strategy
- Discovery research and facilitation
- Design systems, Design thinking methodologies,
- Office, Creative Suite, Jira, Confluence, Figma (all the common software tools surrounding Product and Design)
- Public speaking
- Training/ mentoring