Dan Collison

PRODUCT DESIGNER

Remote-working designer focused on B2B SaaS products, digital transformation, and greenfield product design.
I am best placed solo or in a small team.

SKILLS

UX DESIGN · UI DESIGN · PROTOTYPES · RESEARCH · E2E STRATEGY · FIGMA · DESIGN SYSTEMS · MIRO · STAKEHOLDER MANAGEMENT · SERVICE BLUEPRINTS · AI

EDUCATION

2006 - 2009

- University of Teesside
- Digital Music Creation
- BA Hons 2:1

CONTACT

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EXPERIENCE

AUG 2024 – MAY 2025

PRODUCT DESIGNER | VISIBLY

- Permanent role designing a **SaaS web app** and **worker mobile app** from scratch
- I interviewed compliance managers, training providers, and construction workers
- **I put the business back on track** by designing products that now have customers
- I wrote tickets, ran backlog refinement sessions, and collaborated with engineers

NOV 2022 – APR 2023

PRODUCT DESIGNER | GURU SYSTEMS

- 6-month contract role redesigning a tech startup **B2B SaaS** platform
- I created and delivered an end-to-end project strategy - as a **solo designer**
- I made a UI language, a **Figma design system**, and reworked the entire IA / UI
- The improved UX allowed the business to pitch and **win new clients**

NOV 2021 – JUN 2022

PRODUCT DESIGNER | CAZOO

- 8-month contract role designing an operational logistics platform
- I interviewed stakeholders and logistics staff to understand legacy operations
- I created a **service blueprint** for each logistics vertical (import, storage, export)
- I designed and tested the final **dashboard UI** - and oversaw the front-end build

MAR 2021 – OCT 2021

PRODUCT DESIGNER | SUPER USER STUDIO

- 6-month contract role designing an industrial utilities work management **app**
- I used Figma to create **tablet and mobile** wireframes, UI designs, and prototypes
- Design input came from research and ideation workshops - run by a researcher
- I **presented** design work to the client team and recorded feedback for iterations

JUL 2020 – MAR 2021

PRODUCT DESIGNER | BRITISH HEART FOUNDATION

- 10-month contract role designing multiple **health-tech** products
- I worked in an **Agile** team to produce designs - requirements provided by a BA
- I created **interactive prototypes**, tested them with users, and made iterations
- I presented work to stakeholders and senior BHF management

NOV 2019 - MAY 2020

PRODUCT DESIGNER | PROPTECH STARTUP

- Full-time role as a tech startup's **sole designer** - I left during covid
- I created a **service blueprint** to help the business streamline operations
- I conducted user research, design, and A/B testing to **increase signup KPIs**
- I created a visual identity, tone of voice guidelines, and a UI design language

FEB 2019 - MAY 2019

PRODUCT DESIGNER | BRITISH HEART FOUNDATION

- 4-month contract role designing the BHF item donation website
- I planned and executed the project strategy - **research, prototypes, and testing**
- I worked with a product owner - and presented work to BHF board members
- I **mentored** the in-house design team and oversaw their projects

DEC 2017 - OCT 2018

PRODUCT DESIGNER | HOMESERVE LABS

- 11-month contract role designing products for a startup who later **went to IPO**
- I designed a B2C iPhone app, an engineer tablet app, and a desktop dashboard
- I created the brand's **digital visual identity**, and documented it in a styleguide
- Design requirements came from a customer experience consultant

Full experience from 2009 available on LinkedIn **VISIT NOW**

WRITING & VIDEOS

☰ **Let's fix the product design hiring process** ›

☰ **Service blueprints - and their intrinsic value** ›

☰ **Design principles workshops.. and why I run them** ›

☰ **How I made a Figma design system for a B2B SaaS startup** ›

▷ **High quality design feedback - why it matters and how to do it** ›