Dan Collison
Product Designer

dancollison.co.uk   dcollison3@gmail.com   07530367918

Lead / solo product designer specialising in complex B2B SaaS and operational software. I embed into client teams to lead end-to-end product design, rapidly getting up to speed in new domains and delivering from discovery through to production. I partner with senior stakeholders and engineers to turn complex systems into clear, usable products that drive real-world outcomes.

Experience

Aug 2025 – present – contract
Product Designer | Guru Systems
- Sped up internal processes by designing tools to replace manual backend workflows
- Improved the commercial viability of existing B2B SaaS services through research and design
- Reduced project turnaround time and stakeholder workload with robust planning and execution
- Kept senior stakeholders informed and engaged by sharing regular video demos of my work

Aug 2024 – May 2025 – 10 months – perm
Product Designer | Visibly
- Helped return the business to growth by designing B2B SaaS products that now have customers
- Enabled organic user growth by introducing a peer-to-peer product invitation system
- Empowered the business to make confident decisions through well-run discovery and research
- Sped up design-to-engineering processes by introducing well-written Jira documentation

Nov 2022 – Apr 2023 – 6 months – contract
Product Designer | Guru Systems
- Enabled the business to pitch and win new clients by redesigning the B2B SaaS product suite
- Sped up design processes by creating a Figma design system with reusable styles and components
- Reduced the CPO's workload by autonomously planning and executing all product design work
- Improved research handover processes by introducing well-structured playback frameworks

Nov 2021 – Jun 2022 – 8 months – contract
Product Designer | Cazoo
- Increased the speed of nationwide vehicle logistics through research and design
- Streamlined research playback by presenting complex processes in service blueprint form
- Delivered well-crafted dashboard and data table designs by frequently iterating and testing
- Helped to speed up additional projects by overseeing and mentoring junior-mid designers

Mar 2021 – Oct 2021 – 6 months – contract
Product Designer | Super User Studio
- Helped the consultancy impress and retain clients by providing cutting-edge design skills
- Sped up rollout of desktop, tablet, and mobile UI design by creating a reusable component library
- Streamlined design iteration by introducing a low-fi wireframe stage into the existing process
- Maintained client relationships by introducing well-structured client feedback sessions

Jul 2020 – Mar 2021 – 10 months – contract
Product Designer | British Heart Foundation
• Successfully delivered designs for a suite of complex operational health-tech products
• Ensured simultaneous success on multiple design projects through robust planning
• Reduced management workload by recommending and implementing all design processes
• Kept senior stakeholders aligned by carefully structuring review and feedback sessions

Nov 2019 - May 2020 – 7 months – perm
Product Designer | GetAgent
• Enabled the business to understand its user base by conducting qualitative research
• Increased signup, retention, and referral by iterating through design and quantitative research
• Helped streamline processes by creating and sharing an operational service blueprint
• Accelerated UI design turnaround by creating and maintaining a reusable component library

Feb 2019 - May 2019 – 4 months – contract
Product Designer | British Heart Foundation
• Designed the BHF item donation website as a solo designer with a product owner
• Planned and conducted discovery and research with store + warehouse staff, drivers, and donors
• Maintained support from board and senior BHF retail stakeholders by regularly seeking input
• Helped increase speed and quality of other design projects by supporting in-house designers

Dec 2017 - Oct 2018 – 11 months – contract
Product Designer | HomeServe Labs
• Helped take the company to IPO by designing the suite of products which were taken to market
• Worked with a CX consultant to translate research findings into design requirements
• Iterated on a series of B2C iOS app, worker tablet app, and desktop dashboard designs
• Created the brand's digital visual identity and handed over documentation as a style guide

Full experience from 2009 available on LinkedIn

Testimonials

"Dan is an analytical thinker, able to see the macro and micro, and to discern good solutions to conflicting user needs. He designs clean, beautiful and usable interfaces. As a bonus, he also has an excellent sense of humour!"- **Kirsten Campbell-Howes, CLO, Visibly**

"Dan brought an immense amount of experience, skill and talent to the table, and was able to work quickly with our product team and the broader company. He was highly professional, provided high quality work and delivered on time." - **Nic Mason CPO, Guru Systems**

"Dan was instrumental in shaping the direction of our logistics domain by conducting user research and creating service blueprints to document how the new software would work. He is a hard worker with strong UI skills." - **Venessa Bennett UX Director, Cazoo**