

DANIELLE DARBY

SENIOR UI/UX PRODUCT DESIGNER

CONTACT

+44 7886459763
dljdarby@gmail.com
Maulden, Bedfordshire
daniellel-jdarby

EDUCATION

VISUAL MERCHANDISING AND BRANDING

University College London
Fashion Retail Academy
2012 - 2014

BTEC LEVEL 3 FASHION AND CLOTHING

Barnfield College
2010 - 2012

SKILLS

Figma
Accessibility (WCAG 2.2 -
AA Standard)
User Interface Design
Design Systems
UX Design - Prototyping, Usability
testing, Methodologies
HTML & CSS
Art Direction
Agile
Strategic Design Thinking
Mentoring Juniors

PROFILE

Highly experienced Senior UI designer with an eight-year history of driving strategic digital experiences. I specialise in translating complex user and business needs into beautiful, intuitive and accessible digital solutions with a mobile-first approach. Experienced in the end-to-end design process, from low-to-high-fidelity prototyping through polished design delivery and production refinement. Dedicated champion of the Design System, known for meticulous attention to detail and unwavering determination in striving for pixel-perfection. A strong background in design thinking to solve core business problems, drive measurable impact and deliver user-centred solutions. Intrigued by how agentic and generative AI will shape the future.

EXPERIENCE

SENIOR UI DESIGNER

TUI | Sep 2021 - Present | Permanent

TUI is a leading global tourism group operating worldwide, bringing the best holiday experiences to its 33 million customers. A **polymath strategic designer** dedicated to solving complex problems and creating innovative, user-centred work. My expertise spans multiple disciplines, integrating a deep understanding of visual identity and usability to drive large-scale digital product development backed by analytics, data and optimisation. I put the customer at the core of every step of the UX design process.

- **Design System Mastery:** Possesses **mastery of Design System architecture using Figma**—leading the creation and governance of component libraries to ensure pixel-perfect **consistency, scalability, and accessibility** across all applications.
- **UX Strategy:** Maintains a **strong understanding of UX & User Research (UR) principles** to translate findings and wireframes into intuitive, visually compelling, and **accessible interfaces**. I helped lead a workshop for IOC1 with key stakeholders.
- **Strategic Leadership:** Responsible for defining and executing the visual identity of digital products, while confidently **advocating design rationale** and securing approval from stakeholders as well as working alongside developers building a trusted relationship.

Highlights - launching **Customer Account**, first global all-market platform serving 6.4 million accounts in 2024, **Online Check-in flow**; Check-in Hub, APIS (4.4 million submissions), prohibited items, Summary Page and **Opti Seating Pop-Up in MMB** (Margin 1.2million and 23.3% uptake contributing to the 54million ancillary sales in the UK, up 20% YOY.)

DIGITAL UI/UX DESIGNER

RAC | Feb 2021 - Sep 2021 | Fixed-term

AWARDS

WORLD HOST
CUSTOMER SERVICE TRAINING
Monarch Airlines - 2015

VOLUNTARY

TUI
Internal Leadership & D&I
Advocacy: Active member of the TUIgether+ group. In May 2023, I successfully implemented a key policy change to provide **free sanitary products** in the Luton head office, demonstrating a commitment to colleague well-being, health, and inclusion.

SKI ASSISTANT - DSUK
Supported a Disability Snowsports activity week in Niederau, Austria, helping individuals with disabilities and learning difficulties to take part and enjoy an adaptive snowsports holiday, with Crystal Ski.

TEAM LEADER - BROWNIES
Girlguiding leader, who mentored and guided a unit of girls aged 7 to 10, delivering a fun, varied program focused on skill-building, teamwork, and character development within the community.

TOOLS

Figma, Sketch, Adobe XD
Adobe Design Suite
Jira, Confluence
Miro
AI Vibe Coding

REFERENCES

Available on request

RAC is a well-known company providing motoring services since 1897, with 12.9 million members. As a **‘T’ shaped designer**, I played an integral part in UX, designed aligned user-centred experiences.

- **End-to-End Design:** Designed comprehensive digital experiences end-to-end, spanning wireframes, prototypes, and fully-featured designs for front-end development for web and app, working with developers, user researchers and key product stakeholders.
- **Campaign & Channel Management:** Managed the execution and launch of new campaigns across multiple channels (e.g., **Easter Sale uplift of 12% YOY**), including the execution of **HTML & CSS** on the main landing page.
- **Creative Production:** Developed **social media content, CRM campaigns, video/motion graphics (using After Effects)**, internal communications collateral, and all digital/print artwork.
- **Brand Leadership:** Utilised Adobe Creative Suite and Adobe XD to maintain strict brand consistency. Led the creation of the new **‘RACe’** logo and visual toolkit, implementing the electric sub-brand.

DIGITAL DESIGNER

Secret Escapes | Apr 2019 - Nov 2020 | Permanent
Secret Escapes is a members-only luxury travel club that offers subscribers highly discounted, curated flash sales on hotels and holidays, with a membership base of over 60 million users across 14 countries.

- **Campaign Design Execution:** Managed the full creative lifecycle of **Marketing and CRM campaigns** (UX UI design, production, sign-off). Created all artwork (website, email, social) for international regions, ensuring strict **brand alignment and consistency**, and managed assets, including developing industry-standard email templates.
- **Design Expertise:** Utilised Adobe Creative Suite and Sketch (gained knowledge of HTML/CSS) to deliver meticulous, enticing designs.
- **Data & Optimisation:** Successfully tracked campaigns, monitored **click-through (CTR) and conversion rates**, and enhanced expertise in data-driven email strategy and personalisation via attendance at **Litmus Live**. Notably, I leveraged these insights, confirming that adding an **emoji to the email subject line increased CTR**.

INTEGRATED DESIGNER

Tesco | Dec 2018 - Mar 2019 | Contractor
Tesco is the UK's largest grocery market chain, a major multinational retailer.

- **Cross-Brand Production:** Four-month contract leading the production of business-critical digital, web, and print collateral for major sub-brands like Florence & Fred, Finest and Tesco Mobile.
- **Agile Delivery & Stakeholder Management:** Delivered essential campaign assets, including **responsive HTML emails** and **strategic social media content**, demonstrating **superior adaptability** by managing resources through intense project peaks and successfully **championing brand-perfect solutions** to ensure final stakeholder sign-off, using Adobe and Sketch applications.

SENIOR CAMPAIGN DESIGNER, RETAIL DESIGNER & LIFESTYLE (BROCHURE) DESIGNER

TUI FORMERLY THOMSON | Dec 2018 - Mar 2029 | Permanent
TUI is the world's largest integrated tourism company, offering travel services worldwide. Developed as a designer through varied roles.

- **Brand & Campaign Leadership:** Played a vital role in the Thomson to TUI rebrand. Successfully designed campaigns and brand consistency across major sub-brands, First Choice and Marella.

PROFESSIONAL DEVELOPMENT

UX: THE ULTIMATE GUIDE TO USABILITY AND UX, DAVID TRAVIS
TUI | UDEMY | May 2023

HOW TO DESIGN FOR ACCESSIBILITY: UX DESIGNERS (WCAG 2.2), LIZ BROWN
TUI | UDEMY | October 2021