

DANIELLE DARBY

PRODUCT DESIGNER

CONTACT

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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:** Owned architecture and governance of component Figma Library. Designing new scalable components and accessibility rulesets aligning with evolving product needs — directly contributing to cross-touchpoint consistency.
- **UX Strategy:** Maintains a strong understanding of **UX methodologies** and research methods. I led a UX workshop for 10C1 with key stakeholders, and partnered closely with UX Researchers to translate insights into prioritised design improvements, which helped translate findings and wireframes into intuitive, visually compelling, and accessible interfaces.
- **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 - Designed and launched major platform features including **Customer Account** (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).

AWARDS

WORLD HOST

CUSTOMER SERVICE TRAINING

Monarch Airlines - 2015

VOLUNTARY

TUI

Internal Leadership & D&I

Advocacy: Active member of the TULgether+ 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

DIGITAL UI/UX DESIGNER

RAC | Feb 2021 - Sep 2021 | Fixed-term

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 for web and app journeys, collaborating with PMs, engineering and researchers to deliver optimised interfaces.
- **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 2019 | Permanent

TUI is the world's largest integrated tourism company, offering travel services worldwide. I progressed in my career through varied roles.

- **Brand & Campaign Leadership:** Played a vital role in the Thomson to TUI rebrand, designed and achieved brand consistency.

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