DANIEL RAJENDRAN

VISUAL / PRODUCT DESIGNER

CONTACT

✉ daniel.rajendran@gmail.com

📱 07708698413

WORK

🄳 danielrajendran.co.uk

🖥 tinyurl.com/danr-portfolio-2024

Bē behance.net/danielrajendran

in linkedin.com/in/danielrajendran

SKILLS

Process: Wireframing, Rapid prototyping, Agile development, Responsive design, High-fidelity design, Web design, User journeys, Storytelling, Interaction design

Applications: Sketch, Figma, Adobe XD, Miro, Mural, Marvel, InVision, Balsamiq, Zeplin, InDesign, Photoshop, Illustrator

Technology: HTML , CSS, JavaScript, jQuery, jQuery UI, PHP

Systems: Pendo, Product Board, Google Analytics, Jira, HotJar, WordPress, Jekyll, Marketo, SalesForce, MailChimp, Aprimo, Eloqua, SharePoint

Other: Photo editing, Photography, Copy writing, Illustration, Iconography

ABOUT

I have over 14 years of experience working for fast-paced tech companies across a variety of industries, in multiple different design roles. As a product designer for the last seven years, the bulk of my experience has been spent working on web-based SaaS products for B2B tech start-ups, primarily as the sole designer in agile, cross-functional product and engineering teams.

My recent work has focussed on UI-heavy data visualisation dashboards and modular scalable design systems that can support rapidly growing products. Alongside this I have worked on the full end-to-end process of completely new product features, on native mobile apps as well as web.

EXPERIENCE

Career Break for Travel, Well-being, and Creative Pursuits
May 2023 — Dec 2023

Senior Product Designer for Proximie   `HEALTHTECH` `TELEPRESENCE` `DATA VIS`
October 2022 — April 2023

- Worked across the Core, Live, Mobile, and Wearable teams, supporting multiple product streams with design tasks at various stages product life cycle
- Led all design efforts for new data visualisation and reporting features for the Proximie web platform, to provide users and organisations with insight into their activity and usage
- Saw features from discovery through to release, including problem definition, user research, sketches, prototyping, user testing, high-fidelity design creation, and feedback gathering
- Supported go-to-market of new wearable camera hardware with designs for companion mobile apps on iOS and Android, as well as illustrations for user manuals

Senior Product Designer (UI) for Concirrus   `INSURTECH` `RISK ANALYSIS` `DATA VIS`
March 2019 — July 2022

- Led all design efforts for Quest Automotive, a SaaS web platform designed to provide risk management insight and visualisation for automotive insurance companies
- Migrated Quest Automotive from Sketch to Figma and established a cross-product component library to develop a shared design language between our three core product teams
- Designed and prototyped a mobile app for our first internal hackathon, to deliver key features of the Quest Automotive web app to fleet managers operating in the field
- Led discovery and design of a new 'Submissions' feature for Quest Marine, to allow marine insurance underwriters to more easily assess the potential risk of in-bound business
- Rebuilt the component library to take advantage of new Figma features, whilst reducing complexity and duplication of work
- Led initiative to incorporate a newly acquired product into our portfolio, including rebranding as Quest Property, evaluating existing features, and scoping new feature designs

Product Designer for Content and Code   `SHAREPOINT` `OFFICE 365` `INTRANET`
June 2017 — February 2019

- A key part of driving Fresh, the company's Intranet-In-A-Box, through several major product milestones, designing key new features that improved usability and increased sales
- Designed the Fresh Mobile app for iOS/Android from the ground up
- Supported a major platform transition to rebuild Fresh using Modern SharePoint
- Completely redesigned the Content and Code and Fresh commercial websites to improve user flow and site load times, and reduce overhead caused by over-reliance on WordPress plugins
- Led a project to update the Fresh visual brand and design language
- Designed all new features and layouts for Fresh, updating existing UI components to suit

DANIEL RAJENDRAN

VISUAL / PRODUCT DESIGNER

CONTACT

✉ daniel.rajendran@gmail.com
📱 07708698413

WORK

🔲 danielrajendran.co.uk
🖼 tinyurl.com/danr-portfolio-2024
Bē behance.net/danielrajendran
in linkedin.com/in/danielrajendran

EXPERIENCE (CONTINUED)

Front-End Designer/Developer for DataSift   `BIG DATA` `SOCIAL MEDIA` `INSIGHT`
January 2015 — December 2016

- Played an instrumental part in launching our Facebook Topic Data platform, creating new web content and print collateral, as well as co-ordinating launch of said content
- Led a project to move legacy sites from Drupal to WordPress for easier management
- Ran 'Lunch and Learn' sessions about how design and branding serves the business
- Designed new lead tracking and scoring systems to greatly improve website lead quality
- Responsible for design, coding, QA, and maintenance for all commercial websites
- Assisted the product team with visual design and UX prototyping for a new product offering
- Designed numerous ebooks, one pagers, banners, and other sales and marketing collateral

Web Designer for Huddle   `CLOUD COLLABORATION` `FILE SHARING` `DIGITAL MARKETING`
January 2010 — December 2014

- Primary design and development resource for the commercial side of the company, supporting marketing, sales, and customer success
- Handled end to end process for the marketing site, blog, and help desk, including page design, coding, QA, deployment and maintenance, as well as copywriting and illustration
- Designed all marketing and sales collateral, including one-pagers, ebooks, event branding, business cards, ad banners, and merchandise
- Led a team that completely redesigned the home page and free trial flow to increase lead generation by nearly 200% and greatly increase lead quality
- Assisted in a complete company rebrand, and then lead a full redesign of the marketing site
- Help establish key aspects of the company culture, such as hackathons, social clubs, bake-offs, and charity events

EDUCATION

BSc Computing and Interaction Design at Goldsmiths College, University of London
September 2006 — August 2009

- Focused on web design and technologies, user experience, and interaction design
- Covered computer science topics such as object oriented programming and database design
- Final project was a human interaction device that could manipulate 3D models in real-time.

BEng Computer and Network Engineering at University of Westminster
September 2004 — Jan 2006

- Computer science style degree that focused on network engineering and programming
- Also included foundational topics such as electrical engineering and applied mathematics
- Transferred during my 2nd year to pursue a more design oriented degree