Daniel McLaren

A stripe-attired, Northerner with a fondness for anything risograph-related.

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London / Remote

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Work

C SPACE
Summer 2022 - Current: Senior Experience Designer
Summer 2021 - Summer 2022: Experience Designer
Autumn 2019 - Summer 2021: Junior Designer

Specialising in UX, CX and visual execution within cross-functional teams to develop customer affiliation and engagement, heavily informed by customer insight and market research.

THE FUTURE CUSTOMER
Spring 2018 - Spring 2019: Experience Designer

Worked as an experience designer specialised in CX, content and creative strategy leading projects to foster brand and customer loyalty working with stakeholders across a range of well-known brands.

Education

THE GLASGOW SCHOOL OF ART
Autumn 2014 - Summer 2018

First Class Hons. Product Design (Bdes)

SUPERHI
Foundation HTML, CSS + Javascript
Advanced CSS + Javascript

Skills

VISUAL APPROACH
Skilled in developing the creative vision, artistic style, and physiological appeal of a product or service based on objectives and target audiences.

UX
Proficient in planning and executing interviews as well as facilitating UX tests and workshops to understand human attitudes and experiences.

CX
Strives to interpret the ambition through the lens of the customer to align on a common vision, representing these across outputs such as customer journeys, personas, and experience principles.

UI
Competent in using Figma, Sketch and Adobe XD to creating design systems to apply to interfaces to improve application/product user experience.

GRAPHIC DESIGN
Passionate in translating ideas to visual solutions based on the creative strategy through the use of layout, illustration and photography, while implementing brand guidelines.

NARRATIVE DEVELOPMENT + STORY TELLING
Aims to ensure content is clearly articulated and communicated to drive impact and clarity, using tailored approaches to different audiences, objectives and contexts.

STAKEHOLDER NAVIGATION
Regularly identifies stakeholders' key needs, interests and influences to communicate and action in a timely and effective way. Confident at playing back approach and visual outputs using programmes such as Adobe Suite, PowerPoint, Keynote, and Google Slides.