Dan Griffin

Lead Product Designer | Senior UX Designer | AI Product Design
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Summary

Lead Product Designer with 20+ years' experience designing complex SaaS, AI-powered and e-commerce products for Amazon, American Express, JPMorgan Chase, PwC, Sky, ITV, Three and YOOX Net-A-Porter.

Professional Experience

Lead Product Designer | Northell (HH Global)
Contract | Remote / London | Oct 2024 – Present

- Lead product design for AI-powered advertising compliance SaaS products, MediaMagic Verify and iClear, used by broadcasters, advertisers and agencies.
- Designed iClear from concept to launch in 90 days; the trial processed 900+ ad submissions and caught 4,000+ compliance issues before broadcast.
- Owned UX strategy, research, prototyping, accessibility and design systems, running workshops and usability testing with Clearcast, ITV and Sky.

Lead Product Designer | PwC
Contract | Remote / London | Jun 2020 – Sep 2024

- Led UX and product design for the Connected Deals Experience, a global platform used across 60+ territories, supporting 8,000+ deals and 400+ client businesses.
- Designed a Generative AI framework for deals professionals, writing prompts with GPT, Microsoft Copilot and Harvey AI.
- Redesigned global navigation for the PwC website, and sign-in and onboarding for Sage Business Cloud Accounting (SaaS).

Lead UX Designer | Monsoon Accessorize
Contract | London | Jan 2020 – Apr 2020

- Led UX, UI and accessibility for migrating 10 brand and country e-commerce sites from SAP Hybris to Salesforce Commerce Cloud.
- Reviewed the delivery agency's prototypes, visual designs and specifications with prioritised recommendations.
- Created the prioritised post-launch product roadmap.

Lead UX Designer | JP Morgan Chase
Contract | London | Oct 2019 – Dec 2019

- Designed the waitlist experience for the Chase UK mobile banking app launch.
- Generated 750,000+ sign-ups in the three months it was live.
- Presented designs to CEO Jamie Dimon during his visit to the London office.

Lead UX Designer | Photobox Group
Contract | London, Paris and Munich | Dec 2017 – Jul 2019

- Led the migration of 24 brand and country sites (including Moonpig, Hofmann and Greetz) in eight languages to one platform, saving about £6.5m a year and lifting conversion by 6%.
- Built a shared design system, consolidating pattern libraries and tone of voice group-wide.
- Managed 10 product designers across six cross-functional teams.

Lead UX Designer | House of Fraser
Contract | London | May 2017 – Dec 2017

- Identified 300+ usability, accessibility and design issues after a £25m e-commerce re-platform.
- Prioritised quick wins alongside longer-term fixes for each issue.
- Validated designs through multivariate testing (MVT) and in-house and remote user testing.

Lead UX Designer | YOOX Net-A-Porter Group
Permanent | London and Bologna | Aug 2015 – May 2017

- Designed one checkout for Net-A-Porter, Mr Porter, The Outnet and YOOX in eight languages, lifting conversion by 27% and halving checkout time.
- Redesigned the shoppable digital magazine for six million customers (2× purchase frequency, +21% order value) and shipped an Apple TV app in four weeks, featured by Apple.
- Managed four UX designers, mentored five UI designers and served as interim Head of eCommerce.

Lead UX Designer | Three
Permanent | Maidenhead | Nov 2013 – Aug 2015

- Helped secure £4.3m of funding for a multichannel digital transformation programme.
- Grew the UX team from 6 to 16 designers and line-managed six.
- Created the style guide and design pattern library for all digital channels.

Earlier Experience

- UX Consultant | Etre | London | Feb 2004 – Nov 2013
- UX Consultant | Deloitte Consulting | London and New York | Sep 2002 – Feb 2004

Skills

- **Design:** Product Design, UX Design, UI Design, Interaction Design, Information Architecture, Prototyping, Design Systems, Accessibility, Content Design
- **Research & strategy:** UX Strategy, Service Design, User Research, Usability Testing, A/B and Multivariate Testing, Workshop Facilitation
- **AI & leadership:** AI Product Design, Generative AI, Prompt Design, Design Leadership, Mentoring, Stakeholder Management, Agile
- **Tools:** Figma, Framer, Adobe Creative Cloud, Miro, Notion, Cursor, GitHub Copilot, Claude, ChatGPT

Education

- BA (Hons) Management, First Class | University of Manchester
- Elements of AI | University of Helsinki
- Design work featured in books by Luke Wroblewski, Donna Spencer, and Jakob Nielsen and Hoa Loranger