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## Darren J Smith

**Hello! I'm Senior UX Designer & Entrepreneur with a ton of startup & web/mobile app experience across the full spectrum of user-centered design.**

A passion for health and education. Digital nomad of 4 yrs. British.  
Endlessly curious. An asset to your execution.

*Professional Experience...*

**Founder & CEO, Pillow app (2015-2018)** #leadership #entrepreneurship #product #design #dev

Founder of a #sextech iOS app that participated in the Startup Chile accelerator. I raised capital, led a small team and grew the app to 45k+ downloads and a 4+ star rating.

**Senior UX/UI Designer, Critical Mass (2018)** #ux #ui #mentoring

A redesign for the global web presence of our Japanese automobile client.

**Senior UX Designer, GDIT (2016)** #ux #usertesting #workshops

Redesigned local UK government portals whilst following GDS design principles.

**Product Designer, Listora (2014)** #product #ux #dev

Solved complex user journeys to engage and convert event creators, attendees and publications.

**Senior UX Designer, Forward Partners VC (2014)** #ux #product #usertesting #startups

Supported the entrepreneurs of early stage portfolio companies by testing assumptions, discovering market fit, and designing their MVPs.

**Senior UX Designer, Whitbread (2013-2014)** #ux #usertesting #expectation-management

In a new multi-disciplinary agile team we redesigned PremierInn.com - a leading UK hotel chain.

**Product Lead, Memrise (2013)** #product #leadership #project-management #mentoring

In a team of 10 we delivered a cross platform education app launch with 100K+ downloads, 40%+ 7 day retention, and 4+ star ratings.

**UX Designer, Mind Candy / Moshi Monsters (2012)** #ux #usertesting #engagement

With 80M+ registered users worldwide I set up + ran regular play testing sessions with kids and redesigned the signup flow, significantly increasing task completion. These guys were premier at scrum methodology!

**UX Designer, BSkyB (2011)** #ux #usertesting #information-architecture #stakeholder-management

Redesigned one of the UK's most visited ecommerce sites with the goal of increasing online conversation. Within 6 months of deployment it achieved a 20% uplift in NPS and 30+% rise in task completion resulting in net benefits of £MM.

*More on the next page...*

*Professional Experience continued...*

**Cofounder, Growington (2011-2013)** #leadership #management #product #dev

I led a small team in building a web platform to share & swap local, home grown food. We won a social entrepreneur award from UnLtd.

**UX & Product Designer, Freelance (2011-2012)** #ux #ui #product #design

Consulting for numerous web startups including Amplicate, Discoveredd, ERGO Group and Sharkius Games.

**UX Designer, goshared (2009-2011)** #ux #usability #user-testing #design

We designed a platform for the sharing economy - way ahead of its time! With a clean slate and a team of four, we built a social website for renting and managing shared planes and boats.

**Technology Consultant & Engineer, Mckinney Rogers (2006-2009)** #consulting #design #dev

As a graduate I had the fortunate opportunity to travel the world supporting executives at Fortune 500 companies as a consultant, developer and designer for a corporate strategy execution web app.

**Web Designer, Freelance (2003-2006)** #html #css #ui #design

Website design and development.

*Studied...*

**MSc, Human-Computer Interaction with Ergonomics, UCL, UK (2008-2009)**

In collaboration with *Microsoft Research at Cambridge*, I worked on my ethnography and design dissertation exploring ludic engagement on the *Microsoft Surface*. The MSc heavily focused on Cognitive Psychology.

**BSc, Multimedia Technology & Design, Kent, UK (2003-2006)**

Practical design and development experience in HTML, CSS, JavaScript and the Adobe/Macromedia Suite.

*Experienced in...*

Product ownership, leading product teams, user centered design process, wireframing, prototyping, user testing, user research, user journeys, writing user stories, stakeholder management, creating a product road map, managing a backlog, aligning to KPI's, front end coding, UI design, sketch, adobe creative suite, asana, confluence, jira, axure, trello, inversion, balsamiq, slack, scrum, agile... and probably more!!

*A little more about me...*

Having recently been on an entrepreneurial journey (and spiritual awakening), I'm seeking an organisation that my heart resonates with.

I love deeply what I do - crafting technology that empowers, engages and supports individuals to expand, grow and heal.

I hope I can be of service to you!

*Dazz*

