



Daniel O'Connell

DESIGN DIRECTOR

Details

www.dan-oc-portfolio.com
0163 6160364
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Skills

Ideation
Rapid Prototyping
Collaboration
Product Design
Prototyping
Leadership
Strategy Execution
Business Model
Service Design
Supply Chain Management (SCM)
User Experience Design (UX)
Design System

Languages

English
German (B1)

Profile

Passionate and experienced Design Director with a proven track record of successfully leading art direction for projects, and achieving high levels of end-user satisfaction.

I bring a strong sense of determination and a track record of success in managing people and producing exceptional results to my position as an Enterprise UX Director. I have strong enthusiasm for human-centred design to produce solutions that are both useful and meaningful for them and the business.

Employment History

Design Director, HelloFresh

AUGUST 2020 – PRESENT

I manage a team of 11 staff at HelloFresh, leading the UX of 21 out of 25 Supply Chain tools into our design system, achieving 90% component coverage. Additionally, I established a usability quality metric for over 15 squads and ensured design integration across all stages of product development for eleven business services. Notably, I received a 100% rating in a business survey for manager care, showcasing a balanced approach between designer inclusivity and business outcomes. I oversee intricate service design projects by blending strategic oversight with hands-on implementation. I provide cross-functional teams with strategic direction aligned with overarching company objectives. I lead the research process, uncovering insights that inform design decisions. I manage and propel end-to-end service improvements and the discovery of new services across various domains.

UX & Service Design Manager, PwC

APRIL 2015 – JUNE 2020

I led and inspired a project team from conception to execution, ensuring clarity of vision, ongoing collaboration, and value development for customers and business. Emphasizing diversity and safe environments, I delivered high-quality, innovative designs. I advised key clients, nurtured talent within the Product Design team, and managed designers from Junior to Lead level. Additionally, I conducted assumption and ideation workshops to gain shared understanding, managed project details for clarity, and fostered strong skills in interaction and visual design.

UI and Interaction Designer, Marker Studios

JANUARY 2013 – PRESENT

I built prototypes, wireframes that led into the final visual designs which I also designed. During my time at Marker I gained good experience in working with iOS, Android and .NET developers throughout the design process. Rapid prototyping of interactive solutions that allow a working group to test and validate solution assumptions. Final visual designs of solutions that cater to client brand guidelines, technical feasibility and innovative 'feel good' customer facing designs.

Education

Bachelor of Technology, Auckland University of Technology

JANUARY 2010 – JANUARY 2013