

Dan Sankey

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UX Lead - Discovery | Strategy | Craft | Product | Operations

A seasoned multi-disciplined User Experience (UX) Lead, who thrives in complex problem spaces, delivering structure, strategy and UX foundations for product teams to deliver measurably great experiences.

I have successfully planned, led and delivered large-scale projects across product design, brand development, visual language, and design systems, in a range of industries and have developed teams and capabilities that are resilient, flexible and adaptive.

Experience

Mar 2020 - Sep 2024

Assoc. Design Director, CBRE

As 1 of 10 members of the leadership team for the UX Centre of Excellence (CoE), we defined UX operational standards for a team of 50+ global UX teams.

Concurrently, I supported multiple projects across a variety of business areas, including Valuations, Loan Services, Portfolio Service and QHSE. In these areas I introduced a user-centered practice to low maturity product teams, educating, mentoring and onboarding them into fully funded partnerships with the UX CoE.

Sep 2019 - Mar 2020

Freelance UX Consultant, Various

Researcher & Experience Design - Selfridges

Concept/Communication design - Shoot Me

Oct 2018 - Aug 2019

Principal UX/UI Designer, Elsevier

Leading the discovery, alignment and prototype of global UI Framework and design system, intended to unify and expedite design and development of Research products across global teams.

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Aug 2016 - Oct 2018

Principal UX/UI Designer, Mendeley

Responsible for the visual language and UI design at Mendeley, I led the UX team through a series of projects to measurably improve the consistency, quality and cohesion of our products and experiences.

Jul 2012 - Aug 2016

Lead Digital Designer, Johnston Press

Responsible for building a digital design function to support a diverse digital portfolio of over 180 news-brands, serving over 30-million unique monthly. Managed a cross functional team, to conceive and deliver a design system, driving huge efficiencies for the organisation.

Apr 2010 - Jul 2012

Lead Digital Designer, News UK

2008 - 2010

Design Consultant, Freelance

2001 - 2008

Music Product Developer, Reader's Digest

Education

2023

NNG UX Certification

1997 - 2000

Music/Film BA degree, Brunel University

Competencies & Tools

Throughout my career I've gained experience across the following and continue to look for opportunities to deepen my knowledge and craft.

Research - Planning, organising, facilitating, analysing, reporting

Strategy - Planning, pitching, budgeting

Design Ops - Org design, engagement-modelling, resourcing, design systems, team development

Product design - Leading, discovery, strategy, design-thinking, analytics

Visual design - Language development, typography, grid, colour, imagery, illustration, iconography

Digital - Responsive, mobile-first, interaction, accessibility, code (HTML/SASS/BEM)

Brand - Development, articulation, application, style guides, campaign guides

Tools - Figma, Miro, ChatGPT, Dovetail, Code, Notion, Google Suite, Office365,