



Danny Knight –  
**UX Designer / Digital Producer**  
CV –

dannyknight.co.uk  
**danny@dannyknight.co.uk**  
+46 (0)70 147 96 63

# Personal statement

I have over 10 years' experience working in the tech industry, starting out as a developer before evolving towards UX design and leading projects.

I moved to Stockholm in April 2017. At that time I was working as a freelance digital producer. Since mid-January 2018 up until now I have been working for Emakina DBG, a creative agency based on Södermalm, Stockholm.

My job title at Emakina DBG is "Project Lead" – my role has proven to be quite diversified, taking on tasks such as organising film and photo shoots, liaising with media companies to ensure advertising material is delivered on time and to specification and working with creatives to develop ideas for brand identities and communication.

The 6 years prior to moving to Sweden I worked as Digital Producer for 3ev, a web development agency based in Hove, UK. In my role I worked with a variety of clients, from start-ups through to large corporations, delivering a wide range of projects each year.

After graduating I began working as a web developer, writing front and back-end code on projects for clients such as The Economist, EMI Records and Heinz.

I love owning projects and leading teams from start to finish, exceeding clients' expectations. I firmly believe a project's success is all in the detail.

Outside of work I'm a keen cyclist and have really enjoyed exploring the roads and forests around Stockholm. I also recently launched my own cycling brand. A fun side-project which I'm always keen to talk about. I designed the brand and built the website myself, thought it'd be a fun way to put my skills to the test: [highandover.cc](http://highandover.cc)

# Skills

## **Project management**

Liaising with clients and stakeholders; managing design and development teams; managing budgets; working with third-parties; setting priorities; time management; resource allocation; QA testing and handover.

Experienced using and honing different methodologies including Agile, SCRUM and waterfall. I am familiar with several project management tools including Basecamp, Redmine, Trello, Taiga and Slack. A simple conversation is always a useful project management tool as well!

## **User Experience (UX) design**

Requirements discovery; sketching; prototyping; user journeys; information architecture; competitor analysis; data-driven decision making; requirement definition; functional specifications; A/B and multi-variant testing; mobile-first design.

I work with packages such as pen and paper and Sketch for wireframes and InVision is great for presenting prototypes.

## **Visual design and direction**

A good creative eye; working with brand guidelines; supplying constructive feedback and steering design direction; justifying design decisions.

Though not a major focus of my role, I have been called upon to produce visual designs in the past working with the Adobe creative suite and Sketch; previewing and collecting feedback on visuals using InVision.

## **Account handling**

Good people skills; confident and positive communication with technical and non-technical people both written and in person; assisting in writing briefs; managing client expectations; discussing new work and strategies.

# Key Projects

## Legolas.bet

[www.legolas.bet](http://www.legolas.bet)

Legolas has been the largest project I have led while working for Emakina DBG, with a healthy monthly retainer agreement in place to cover work they require. A long-standing client of Emakina DBG, they were hired as their communications agency and developed the brand's identity.

Initially Legolas were purely focussed on betting on Trav races, their goal to challenge ATG.

Soon after I began at Emakina DBG, Legolas diversified their business to incorporate all sports betting and also an online Casino. This led to a ground-up re-think of their brand positioning and a testing period to redefine their external visual communications.

My role in this project has been very varied; while I've been the single point of contact for the client and managed all requests they have made I have also at times assisted in producing final creative artworks and even building HTML5 banners for display on media outlets such as Expressen and Aftonbladet.

Another key aspect of working with Legolas has been syncing with their media-buying agency to develop and prepare display advertising for online, print and television. I have not had anything to do with the UX, design or development of the Legolas website.

### **Key Facts**

- Valuable monthly retainer
- High-pressure to meet regular deadlines
- Diverse and demanding role for me as Project Lead
- Weekly catch-up calls and regular contact via Slack/Skype with client

# Oliver's Travels

www.oliverstravels.com

Back in 2007 Oliver's Travels was actually three separate websites: Simply Chateau, Stately Escapes and Simply Caribe - each listing holiday properties in France, UK & Ireland and the Caribbean respectively. As more countries were added it became clear to Oliver Bell and Ravi Sabharwal (the company directors) that they needed to bring each site under one umbrella, hence Oliver's Travels was born.

Initially I managed the migration from the separate sites to the main Oliver's Travels site, ensuring a seamless transition. An important part of this process was ensuring the site's traffic levels did not drop.

As the site grew several new features were added. I worked with a third-party A/B testing company to design and develop additional features based on results found through their testing. As the site continued to grow more complex it soon became apparent to me that a support contract was needed; I assisted in putting this in place and handing over support tasks to 3ev's support manager.

## **Oliver's VIP**

In 2010 Oliver's Travels commissioned 3ev to design and build a members area for the site, to be called "Oliver's VIP".

Alongside being responsible for the management of the project I also developed the wireframes for the site, working in close contact with the client and our technical lead.

## **Oliver's Travels booking system**

In 2014 3ev designed and built a back-office booking system. The project was highly complex, allowing staff to process bookings in multiple currencies. The booking system also needed to deal with complexities such as high and low rate tables, variations in commission payments and duplication of pricing details.

Analytics cover every aspect of the user journey, these are provided by the Salesforce CRM which we embedded into the system. Email communication with property owners and customers was integrated and automated. Inbound email communication from third parties was integrated directly into the CRM and booking process.

The booking system is still an evolving project with new features being requested and developed regularly.

Once again I was the project manager, responsible to delivering the project on time and to budget and, again, I produced the wireframes and functional specification.

#### **Key facts**

- Budget for initial site migration/build circa £60k
- Support contract of 100 hours per month put in place
- Budget for Oliver's VIP circa £40k
- Budget for Booking System project circa £100k
- Over 28,000 member accounts
- Site traffic is around 200,000 unique visitors per month
- Managed development teams between 4 and 6 people
- Worked closely with front-end designer

# Interreg Europe

[www.interregeurope.eu](http://www.interregeurope.eu)

Interreg Europe approached 3ev to design and build a new site for their programme of the same name. I started with gathering requirements, sketching out user journeys before producing extensive wireframes, translating the client's brief through to a prototype. Once we reached sign-off on the wireframes I worked with 3ev's in-house designer to produce visuals for client sign-off, steering the designer in the right direction.

Initially the site allowed registered users to submit project ideas and request funding for them. Once the first round of project idea submissions had taken place the next step was to develop a tool to allow the owners of successful project ideas to build their own microsites for their projects.

I was responsible for owning the project, managing the time, budget and resources allocated as well as all aspects of UX. I also lead the designer when needed to ensure the UI stayed on track.

The project is 2/3 of the way through and so far proven a big hit with the client and the end-users.

## **Key Facts**

- Budget around €1m over three years
- Intensive UX/wireframing processes throughout the project
- Weekly catch-up calls with the client
- Extensive QA and user acceptance testing throughout the project

# Sing Up

[www.singup.org](http://www.singup.org)

Sing Up was initially a government funded website, the end goal being to promote learning by singing in schools across the UK.

AMV BBDO commissioned 3ev to develop the website on the open-source CMS, TYPO3. I lead the project, working closely with the team at AMV BBDO and their third-party UX and UI designers.

The site launched with great success in 2005 and now boasts a database with over 150,000 active user accounts and around 70,000 unique visitors per month.

In 2011 Sing Up's funding was pulled meaning they needed to monetise. The solution was to make the site a paid-for subscription-based site. I managed 3ev's in-house technical team and worked alongside the client's technical team to coordinate this switch. I designed wireframes with the client to outline the UX for the various types of user accounts and managed the time and budget for the project, ensuring it was delivered on time and to specification.

Following the deployment of the subscription packages the site was integrated with Sales Force CRM.

## **Key facts**

- Budget, over the years, ran well over £250k in total
- Worked in-house at AMV BBDO during the discovery phase of the project
- Carried out User Acceptance Testing (UAT) at schools in central London
- Support contract of 30 hours per month put in place

# Results

Here are some more examples of projects I managed:

- Guildhall School of Music and Drama - [www.gsmd.ac.uk](http://www.gsmd.ac.uk)
- Royal Holloway University
  - Staff site - [staff.royalholloway.ac.uk](http://staff.royalholloway.ac.uk)
  - Student site - [students.royalholloway.ac.uk](http://students.royalholloway.ac.uk)
  - Higher Online: [higher.royalholloway.ac.uk](http://higher.royalholloway.ac.uk)
- The Chemical Brothers - [www.thechemicalbrothers.com](http://www.thechemicalbrothers.com)
- LASSCO - [www.lassco.co.uk](http://www.lassco.co.uk)
- Judge Business School, University of Cambridge - [www.jbs.cam.ac.uk](http://www.jbs.cam.ac.uk)

# Education

## **Degree 2001 - 2004**

University of Newcastle-upon-Tyne, NE1 7RU

- Information Systems BSc (2:1)

## **A-Levels June 2000**

Steyping Grammar School Sixth Form, Shooting Field, West Sussex, England

- Biology (B)

- Chemistry (C)

- Design Technology (B)