

Danny Taylor

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With over a decade of experience in UX/UI design across a wide variety of industries and organisations, from startups to massive multinational corporations, my goal is to help you get out of your user's way.



Experience

Lead Product Designer

Kaisa (formerly Freespee) Remote, Sweden June 2022 – present

Led the product's rebranding, overseeing frontend development and new product design for market expansion. Presented prototypes and updates in all-hands and board meetings and fostered open feedback for enhanced design transparency. Modernised the Figma design library and contributed actively to coding for design-development integration. Authored a UX strategy document to align future product direction with business goals, forming the groundwork of a product roadmap.

Senior Product Designer

Cytiva Remote, Sweden September 2020 – June 2022

Contributed significantly to the development of the ÄKTA product line, focusing on scientific instrumentation design. Worked in collaboration with specialists, creating hardware and software in an agile setting, earning multiple design accolades. Introduced 3D/VR innovations to legacy systems, winning an internal hackathon. Played a key role in enlarging the global design team and integrating user insights through observations and interviews. Successfully navigated the challenges of a strictly regulated industry.

Senior Product Designer

Husqvarna Remote, Sweden February 2019 – June 2020

Delivered hardware and software design solutions for garden equipment and management systems, including a prototype for an Automower app on watchOS. Established a 'test station' at headquarters, improving product ergonomics and accessibility with demographic feedback. Founded the studio's first prototyping workshop to accelerate design iterations and ensured global team alignment with comprehensive presentations and knowledge-sharing sessions.

Earlier...

Prior to relocating to Sweden, I held a wide range of roles in the tech field. I led a team of 10 designers/engineers working on MedTech projects, and led the design team that worked on Britain's first passenger-carrying drone. At Black Kite Technology, I was involved in the creation of military flight simulators, with a strong emphasis on user research. I also embarked on entrepreneurial ventures, founding Simly, a flight simulation device startup, and DTID, a cross-disciplinary design/development consultancy.

Education

BA (Hons) - first class

Product and Interaction Design
University for the Creative Arts

MA - pass

Advanced Product Design
University for the Creative Arts

Languages

English  Native
Swedish  Basic

Skills

Figma / XD / Sketch / Adobe
Frontend development
UX/UI design and strategy
Proptotyping and wireframing
Agile / JIRA
User research
Team leadership
Stakeholder communication
Regulatory compliance
Project management

Last updated: Dec 2024