

DANIEL SWAINSON

Multidisciplinary designer

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Overview

Detail-orientated and self-motivated multidisciplinary designer with substantial experience across digital design, branding, strategy and marketing. Skilled in creating user-centred digital experiences and high-performing marketing campaigns that combine high-quality visually appealing design with data-informed decision making. Thriving in collaborative environments, building strong relationships with stakeholders and cross-functional team members. Enthusiastic about using design to help people, while bringing valuable strategic consideration to help deliver impactful solutions that effectively balance user needs and business objectives.

Experience

UI Designer

Leicester City Football Club, Full-time, November 2024 - Present

- Took responsibility for Leicester City's app and website, managing the ongoing design and development of each platform, while working with internal stakeholders and third-party providers, acting as a project manager for each platform.
- Supported the wider creative team in the production of marketing assets for use across our website and app.
- Helped onboard our creative team to Figma, to support the upskill of our team and assist with the production of template based marketing assets.
- Collaborated with our marketing department to craft segmented email marketing campaigns.
- Oversaw the design and development of our website and app, working across the end-to-end design cycle.
- Designed and implemented segmented experiences across our website and app.
- Managed the manual updating of our app to provide a segmented Matchday experience.
- Populated the app with segmented membership competitions and content each month.
- Redesigned the app for manager announcements, player signings, product launches and charity fixtures.
- Used Jira to raise design and development support tickets with our third-party providers.
- Consistently redesigned our store page to align with marketing campaigns, collaborating with our marketing and retail departments.
- Redesigned the hospitality user journey across our website.
- Designed and delivered segmented profile page experiences for Season Ticket Holders and Members, integrating exclusive content and competitions which increased monthly unique page views by 33%.
- Led the development of our app wide marketing campaign for the 5000/1 charity fixture; which received over 43,000 minutes of screen time throughout our matchday.
- Redesigned our app home page and explore menu to improve clarity, engagement and conversion using current performance data and competitor analysis to influence design thinking, resulting in a 451% increase in average click-through rate across CTAs on each page.

Social Media Manager

Public Health Collaboration, Part-time, June 2024 - November 2024

- Crafted visually appealing image-led and video content for use across social media platforms.
- Collaborated with stakeholders, trustees and volunteers to produce service user aligned content campaigns.
- Unified the look and feel of content across each initiative, implementing consistent styling and messaging.
- Developed analytical reports, using insights from social media platforms, data-driven decision making.
- Responded to comments and messages across our social media platforms support service user inquiries.
- Supported the development of our WordPress website, utilising Elementor.
- Planned and prepared campaign content using Hootsuite
- Gathered first-hand audience insight through direct engagement with service users.

- Developed a content strategy which led to a 1,125% increase in reach and 210% increase in engagement in its first month, with continued positive results which led to a 18% increase in followers after three months.
- Helped plan and design content for the launch of the Star Jump Challenge, preparing a WordPress landing page and set of campaign image-led and video based content, which supported the challenge in raising £5,145.

UX Lead

Tech Fleet, Volunteer, May 2024 - August 2024

- Interviewed and recruited a 6-person international design team.
- Consistently met with stakeholders to gather feedback and validate design decision making.
- Co-facilitated weekly workshops, guiding cross-functional teams through the end-to-end design cycle.
- Mentored and onboarded volunteer staff, accelerating their proficiency across key stages of the design cycle.

Digital Designer

Nzime, Full-time, November 2021 - December 2023

- Engaged in the end-to-end design cycle across digital design, branding and print.
- Consistently led client-facing design reviews, presenting concepts to secure stakeholder sign-off.
- Designed high-converting using a modular component-based design approach in CraftCMS.
- Crafted engaging image-led and video based content campaigns for client social media channels.
- Developed content strategies and prepared image-led and video based content for use across social media.
- Developed segmented brand-aligned email marketing communications that boosted audience engagement.
- Led the delivery of a £70,000 digital transformation project for Arrow Precision, redesigning their brand identity, strategy, website and print media. Working across the end-to-end design cycle, while collaborating with cross-functional teams and stakeholders.

2D Design Intern

Landor & Fitch, Internship, June 2021 - September 2021

- Produced structured research documentation to inform data-driven design decision making and ideation.
- Partnered with cross-functional teams to build brand identities, taking ownership of key aspects throughout.
- Designed and refined engaging presentations and brand assets for external clients and internal stakeholders.
- Supported on charity initiatives, producing high-quality visual design for a variety of touchpoints.

Graphic Design Intern

Elmwood, Internship, November 2020 - April 2021

- Engaged in research and ideation workshops in a collaborative environment with cross-functional teams.
- Worked with cross-functional teams to build brand assets and craft packaging concepts.
- Consistently presented design concepts to senior designers and design directors to inform design direction.

Skillset

Website Design, App Design, Design Systems, Component Libraries, Design Thinking, Agile (Methodologies), Graphic Design, Content Writing, Social Media Content Creation, Email Marketing, Content Management, Platform Management, Project Management, Email Design, Print Design, Leaflet Design, Banner Design, Booklet Design, Photography, Video Editing, Team Leadership,, Figma, Sketch, Adobe CC, Jira, MS Teams, Slack, Monday.com, WordPress, Elementor, YinzCam CMS, Craft CMS, Canva, Mailchimp, Hootsuite, CRM Management.

Education

Nottingham Trent University, BA(Hons) Graphic Design

Awards

Dogs Bollocks Awards, Design Bridge