

Dan Marston

Passionate digital product designer.  
Experienced in leading & mentoring distributed teams. Steering projects through concept, delivery & growth.

## Experience

### Senior Product Design Manager

iTech Media  
May 2021—Aug 2023

- Managing and mentoring designers across 10 products in 3 different verticals.
- Defining strategy and objectives for a chapter of 30 designers and researchers.
- Creating and maintaining a design system for 2 brands.
- Leading and launching a rebrand project. Delivering improvements for both commercial and educational material across the same product.
- Redesigning the UI for a poker app across web, iOS and Android. Prototyping concepts for future improvements and features. Defining processes and best practices in a globally distributed team.

### Senior Product Designer

iTech Media  
Feb 2020—May 2021

- Lead designer for a platform migration, creating a design system and prototyping experiences for internal presentations and external user testing.
- Planning and facilitating collaborative workshops.
- Running bi-weekly design chapter syncs, and organising a monthly internal design newsletter.

### Head of UX & Design

Thomas Cook Group  
Nov 2018—Oct 2019

- Managing and co-ordinating a team of 5 designers and 2 researchers based across 4 countries. Supporting the tc.com platform drive £950M of revenue, with a +12% increase in conversion rate YOY.
- Helping define a 3 year roadmap and vision.
- Supporting the organisation of monthly in-house research labs.

## Senior UX Designer

Thomas Cook  
Jul 2017—Nov 2018

- Working on the holiday summary and package options page implementing improved content layouts and increasing room upgrade attachment rates.
- Redefining the 'My Account' experience, providing users in 3 countries with personalisation and post- booking benefits.
- Championing a squad model approach to the structure of the product team.

## UX Designer

Thomas Cook  
May 2014—Jul 2017

- Responsible for UX and UI across all of Thomas Cook's digital touch points in multiple markets.
- Lead UX/UI for a native iOS/Android mobile application released in the German market.
- Required to work closely with UX, design and product teams from various offices around Europe.

## Skills

### Competencies

Team management, design strategy, user-centred design, design thinking, wireframing, prototyping, interface design, interaction design, brand design, workshop facilitation, user flows, heuristic evaluations, usability testing, card sorting, tree-testing.

### Tools

Figma, Figjam, Notion, Loom, Miro, Webflow, Framer, Sketch, Invision, Zeplin, Photoshop, Illustrator, InDesign, Jira, HTML, CSS, pen & paper.

## Interests

Tottenham season ticket holder, guitar player & music maker, Illustrator, keen gardener, hiker, cyclist, terrible golfer.

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