

Danielle Last

SENIOR PRODUCT DESIGNER

London

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9+ years experience crafting effective and intuitive experience with user research, collaboration and data.

EXPERIENCE

Super Payments

Senior Product Designer

October 2022 - Present

A shopping and payments app, utilising open banking to provide savings to both consumers and businesses.

- Led design and research of the consumer shopping and rewards app, signing up 10k users in the first 6 months
- Optimisation to maintain a repeat payment rate over 50% and payment success at over 80%

Lick

Product Designer

October 2021 - October 2022

A sustainable and inspirational e-commerce experience for both home decorators and professionals.

- Turning Pinterest inspiration into an easy shopping experience with the data powered Lick Colours tool
- Designing an online shopping platform, increasing conversion from sample to paint to tools, in a physical industry

Qubit

Product Designer

Aug 2020 - Oct 2021

An AI powered platform for e-commerce merchandisers.

- Design of a new dashboard to make data accessible to non-data users
- Introducing new features to increase AI driven merchandising
- Running a customer research programme to ensure constant, high-quality user feedback

MOO

Digital Product Designer

June 2018 - Aug 2020

Great design and high-quality print products for everyone with easy online tools

- Optimising MOO's online design tool with responsive design to increase conversion on new platforms
- Day-to-day design for the top-funnel e-commerce journey, including driving a 10.6% uplift in mobile conversion

Digital Artworker

April 2017 - June 2018

- Responsible for all imagery onsite to ensure the best brand experience

Miura Junior Digital Designer

September 2015 - April 2017

Contender Systems Ltd. Design Intern

July 2014 - Jan 2015

CloudZync Design Intern

April 2013 - Oct 2013

EDUCATION

BA (Hons) Graphic and Digital Design

2015

The University of Greenwich, London