DAN SANKEY

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Experienced UX Lead with 15+ years in delivering measurable outcomes across enterprise and consumer products.

A proven record of leading multidisciplinary teams, establishing design foundations, and driving strategic product decisions that enhance user experience and business performance.

Adept at working across low to high UX maturity environments, building scalable systems, and coaching teams toward design excellence.

Highlights

- **Innovation** - Conceived and delivered an early design system for Johnston Press in 2014, supporting 180 news brands, incl. Scotsman and Yorkshire Post
- **Awards** - Designed and delivered inews.co.uk in 6 weeks, winning The Drum Media Awards for 'Best Website Design'
- **Strategy and Impact** - Successfully leading cross-functional discovery to expose measurable opportunities for business investment
- **Operational efficiency -** Driving Design Ops initiatives to optimise UX workflows and reduce duplication of work across global teams

Experience

Freelance UX Consultant (Jan 2025 - To Date)
- Various

Assoc. Design Director, CBRE (Mar 2020 - Sep 2024)
- Member of the 10-person leadership team for UX Centre of Excellence, supporting over 50 global UX practitioners
- Defined UX operational standards, design governance frameworks, and engagement models
- Introduced user-centered practices into low-maturity teams across four business units
- Mentored product and UX teams, securing full UX funding through demonstrated value delivery

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Freelance UX Consultant, Various (Sep 2019 - Mar 2020)
- Selfridges: Conducted user research and experience design for premium retail experiences
- Shoot Me: Delivered concept and communication design for creative media startup

Principal UX/UI Designer, Elsevier (Oct 2018 - Aug 2019)
- Drove design unification across distributed product teams, enhancing design consistency
- Led discovery and prototype development of global UI framework and design system
- Partnered with developers to streamline workflow across research product portfolio
- 1 of 3 team members, conducting a restructuring plan for the 70+ UX organisation

Principal UX/UI Designer, Mendeley (Aug 2016 - Oct 2018)
- Owned visual language and UX direction across social product suite
- Led initiatives to measurably improve design cohesion and team efficiency
- Evolved Mendeley's branding to align with the Elsevier masterbrand.

Lead Digital Designer, Johnston Press (Jul 2012 - Aug 2016)
- Built digital design function supporting 180+ news brands and 30M+ users
- Delivered design system increasing operational efficiency and UX consistency
- Managed cross-functional team delivering large-scale digital transformation

Lead Digital Designer, News UK (Apr 2010 - Jul 2012)
Design Consultant, Freelance (2008 - 2010)
Music Product Developer, Reader's Digest (2001 - 2008)

Education

NNG UX Certification (2023)
BA degree (Music/Film), Brunel University (1997 - 2000)

Competencies & Tools

UX Leadership & Strategy | Cross-functional Team Building | Product Discovery & Roadmapping | Design Systems | Design Ops | Visual & Interaction Design | Research Synthesis Stakeholder Engagement | UX Maturity Building | Accessibility & Inclusive Design
Figma | Miro | Dovetail | Notion | HTML/SASS/BEM | ChatGPT | Google Suite | Office365