

Dan Baird

Product Design Specialist

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EXPERIENCE

Head of Product Design

Mentorloop, Melbourne, Sep 2019 – Mar 2020

Identified and established a product strategy including initiating a business-wide six-month roadmap, comprehensive customer-led discovery processes and a prioritisation framework. Hands-on product design including research, testing and launch of self-service onboarding flow leading to a sizeable reduction in customer support effort and business cost.

Product Design Consultant (Contract)

Publicis Sapient, Melbourne, Mar 2019 – Sep 2019

Managed and led design sprints for leading gambling entertainment company TAB to develop features that blend their in-store retail experience with their digital app, boosting wallet value and customer satisfaction. Played a vital role in the production of a winning pitch for leading hardware brand Bunnings, including research, design and presentation.

Co-founder

Tailwise, London, Jan 2017 – Mar 2019

Co-founded and built a machine learning start-up focused on digital enablement of pet services and insurance in a fast-growing sector. Responsible for designing, validating and coding the platform. Worked across other functions encompassing sales, operations, marketing, fundraising and customer support.

Product Design Lead

Hotels.com, London, Oct 2016 – Jan 2018

Oversaw all design functions within loyalty, booking and checkout pillars for a global accommodation booking platform. Managed a team of designers and raised the internal profile of the design team. Planned and launched an internal incubator for cross-organisation idea surfacing resulting in additional revenue and growth opportunities.

Product Design Lead

Founders Factory, London, May 2016 – Oct 2016

Created business and product concepts for further development, rapid prototyping and market fit exploration. Hands-on user experience and interaction design for all businesses within the portfolio. Advised rapidly growing accelerator businesses with design management, hiring and process development guidance.

Head of Design & UX

BorrowMyDoggy, London, Aug 2014 – Apr 2016

Headed up product and design functions for rapidly growing London based startup. Installed continual product feedback opportunities, including 'customer councils' for direct input from a diverse user base. Advanced a culture of design and customer-focused thinking across the business. Interface and interaction design for the web, Android and iPhone products.

EXPERTISE

UX Design
UI & Interaction Design
Product Management
Front-End Development
Creative Direction
Design Strategy
Design Leadership
Design Systems
Usability & User Testing
Agile Methodologies
Design Sprints
Intrapreneurship
Information Architecture
Workshop Facilitation

Tools

Figma, Sketch, Balsmiq, Flinto, Framer, Invision, Miro, Photoshop, Illustrator, InDesign. Mac or PC.

SPEAKING & TEACHING

Design sprints for quick innovation

Hotels.com, 2018

Building an internal product incubator

Hotels.com, 2017

Sketch for non-designers

Founders Factory, 2016

Keynote speaker

Digital accessibility
The Royal Children's Hospital Foundation, 2007 - 2011

AWARDS & EDUCATION

Certificate II & III in Music

Victoria University

Victorian Certificate of Education

Staughton College

UK Mobile Design Awards

Best App
Kabbee, 2014