

# Daniel Sydney

Product UI Designer | Design Systems & Scalable Interfaces | HTML, CSS & JS Fluency

I am a Senior Product Designer with a strong UI focus and deep experience designing scalable digital products across finance, insurance, public sector and SaaS environments. I specialise in building and evolving design systems that bring structure, consistency and efficiency to growing product teams. With over twenty years of frontend experience, I understand how design decisions translate into code, which allows me to work closely with engineering to deliver thoughtful, practical solutions. I actively integrate AI into my design practice and product thinking, and I build my own SaaS products, keeping me closely connected to real product challenges from concept through to execution. My work centres on clarity, usability and building scalable interfaces that support long term product growth.

## WORK EXPERIENCE

### Capita (Capita Experience Pension Solutions)

Design System Lead Specialist & UX/UI Designer. Feb25 - Mar26

Led the evolution and governance of Comet, a multi brand design system supporting complex pension platforms across public and private sector clients.

Increased component reuse across multiple brands and reduced duplication across product teams, strengthening scalability and delivery efficiency.

Designed and refined reusable components and user journey templates across brands including **CSPS, RMSPS, Unilever** and **AXA**, improving consistency and scalability.

Strengthened component architecture, documentation and accessibility standards, aligning outputs with GDS and Service Assessment requirements.

Worked closely with engineering to ensure high quality implementation and reduce inconsistencies between design and production.

### AXA Insurance

UI Designer. Oct24 - Jan25

Contributed to the evolution of a multi brand design system supporting major UK banking brands including **Lloyds, Bank of Scotland** and **Halifax**.

Designed and delivered end to end user journeys across Renewals, Claims and Registrations, strengthening interface consistency and usability.

Collaborated closely with engineering during a transition to React, ensuring smoother implementation and improved design to development alignment.

Enhanced component structure within the system to support scalable rollout across brands.

### NorthStandard

Lead UX Researcher & UI Product Designer. Jul23 - Feb24

Led the end to end creation of the **Voyage Design System** in Figma, establishing reusable components, documentation standards and a governance model adopted across multiple product teams.

Unified design patterns following a major brand merger, improving consistency and enabling more efficient feature delivery across internal and client facing platforms.

**Conducted qualitative and quantitative research** with internal and external users to inform product decisions and reduce friction across key journeys.

Partnered with product and engineering stakeholders to align design direction, accelerate rollout of new features and strengthen cross team collaboration.

### NatWest (Savings)

Senior UX/UI Designer. Jun22 - Jul23

Delivered end to end UI journeys across Savings and Current Accounts, **improving engagement by 55%** through refined interface design and usability improvements.

Contributed to the Vault design system, creating and evolving reusable components to strengthen consistency across NatWest, RBS and Ulster Bank.

Collaborated closely with product, UX writing and engineering teams to align user needs with scalable design solutions.

### Sage

Technical UX/UI Designer. Dec21 - Jun22

Delivered UI components using HTML and CSS for the Digital Design Portal, strengthening collaboration between design and engineering teams.

## Contact Details

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SC Cleared & Vetted  
2025 - 2032 (active)

## Core Expertise

- Product UI Design
- Design Systems and Component Architecture
- Scalable Interface Design
- Accessibility and Governance
- Interaction Design and Prototyping
- User Journey Design
- Cross Functional Collaboration
- AI Integration

## Technical Foundation

- HTML, CSS and JS
- Frontend Collaboration and Handoff
- Design to Development Alignment
- React Environment Familiarity

## Research and Discovery

- Qualitative and Quantitative Research
- Usability Testing
- Workshops and Stakeholder Alignment

## Tools

- Figma and FigJam
- Adobe Creative Suite
- Storybook
- JIRA
- Azure
- Miro
- Webflow and Framer
- WordPress
- Claude AI
- ChatGPT