

Dan Ryland is an expert web and applications designer and developer with over 8 years of experience. He effectively conveys ideas and concepts visually, and through written and verbal communication. Using the extensive skills and knowledge he has built, he successfully designs and develops innovative, standards-compliant web applications solutions that fulfil the requirements of the brief and add value above and beyond the client's requests within the time constraints. Dan is a motivated, hardworking and adaptable individual who takes pride in consistently delivering excellence in his work product.

EDUCATION

BA (Hons) Multimedia, First-class honours
Nottingham Trent University
2008 - 2011

3 A-levels Maths, Physics and Design & Technology
1 AS-level ICT, 11 GCSEs (A* - C grades)
Ysgol Y Creuddyn Secondary School
2001 - 2008

RELEVANT EXPERIENCE & EMPLOYMENT

Lead Front End Developer & UI/UX Designer
Contra, London
June 2013 - Present

I am responsible for managing a team of front end developers ranging from junior to senior level. I work closely with project managers, designers and senior management to deliver a range of digital solutions which include web, mobile and branding. I am the key point of contact for many clients, conducting interactions such as scoping meetings, consultations, presentations and on and off site support. I have a wealth of experience in costing and quoting for new projects and present strategy and business methods in weekly company management meetings. Representative projects include:

Dict8

A medical dictation platform used by the NHS, GPs and private practices

- The existing platform was overloaded with unnecessary graphics and confusing workflows for complex tasks, therefore, to solve these issues, I:
 - designed a new cleaner visual treatment which was presented to and approved by the client's Chief Software Architect;
 - redeveloped complex workflows by separating such workflows into clear steps and prioritising the steps for the user by creating an innovative visual hierarchy; and
 - developed a full UI style guide of components focused on atomic design, supported back to Internet Explorer 7.

KPMG

- Worked alongside server-side developers to produce an ecosystem consisting of marketing sites, registration sites, an event app, a live polling application and agenda displays for each KPMG Global Tax Event;
- Produced designs for the KPMG Tax Portal where users log tax changes within their respective countries;
- Built strong client relationships with the senior KPMG staff which has led to more briefs from KPMG (resulting in considerable growth in revenue received from the client) and drafting a retainer between KPMG and Contra;
- Worked with senior management at Contra to provide quotes for new pieces of work; and
- Provided on-site support for KPMG's global summits in locations such as Dubai, Miami, Barcelona and Rome, I have subsequently been personally requested by senior KPMG management to support their future events.

Snyffle

An innovative graduate recruitment platform

- Carried out consultation-based research through which I pinpointed the client's vision and key commercial objectives;
- Liaised with the client on deliverables, providing the client with assets and refining designs and wireframes based on their feedback;
- Understood the client's vision and formulated innovative steps to bring the client's vision to life as a new user experience and user interface for graduates and recruiters;

Portfolio

bit.ly/RylandConsulting

Website

ryland.consulting

Address

128 River Heights
90 High Street
London
E15 2FU

Expertise

Wireframing
Balsamiq
InVision
Photoshop
Illustrator
InDesign
Sketch
Sublime
Gulp
Grunt
Ionic
AngularJS
Agile

Languages

Welsh (native)
HTML5
CSS3 (LESS & SASS)
PHP
Javascript
jQuery

Interests

Drumming
Squash
Traveling

References

Available on request

- Explained design concepts to the CEO & CTO in a digestible, client-friendly manner, explaining the rationale for decisions made; and
- Developed wireframes, static designs and a UI style guide to ensure consistency in the design adopted by the developers in my team (for both the graduate interface and recruiter interface).

essDOCs

A provider of paperless solutions for Tankers, Bulkers & Barges

- Worked as an external consultant within their Agile workflow;
- Hosted regular briefing calls with the client and lead developers to discuss their existing UX problems within their various web applications;
- Provided solutions to their UX problems by revising convoluted workflows and creating high-fidelity wireframes and visual designs;
- Created a new visual treatment and style guide for future applications to streamline experiences across their products;
- Developed working prototypes with HTML, CSS and Javascript to effectively show the user interactions to the developers in my team, the client and senior management;
- Presented working prototypes via conference calls and screenshare meetings with the client;
- Provided all assets to the client including designs, wireframes and code within the deadline;
- Worked at the client's headquarters in London alongside their development team to generate solutions to their complex workflow issues and strengthen client relationships.

Give.net

A fundraising and donation platform

- The client's existing donation system was time-consuming and complex for users which resulted in fewer donations. I solved the client's issue by simplifying the donation form into interactive steps and revising the workflow which increased conversions and enhanced the overall user experience; and
- Designed and developed the front end experience for the solution that I had created.

Cadbury

- Created designs for interactive games that were built and placed in Cadbury's World.

Ark

A location-based dating and social app

April 2015 to present

- Advising the CEO of Ark on aspects of initial company strategy and brand development such as refining the product concept, setting out the minimum viable product, pinpointing the target audience and ascertaining the unique selling point for the platform; and
- Developing a marketing website and Ionic app and launching a blog which draws traffic to the website and increases sign ups.

Web Developer & Designer

Evangelical Alliance, London

July 2011 - May 2013

- Worked alongside external design and development agencies to provide a full redesign of a large content based website;
- Created and managed campaign-based websites and produced email campaigns;
- Implemented social media management tools, analysed analytics, took measures to improve user engagement and online discussion; and
- Designed print based documents, reports, calendars and magazines.