



Danny Knight –  
**Producer / Project Manager** –  
Resume –

# Personal statement

I am a highly experienced Digital Producer with over 10 years' experience working in the web industry. For the past year I have been working freelance. The 6 years prior I worked as Producer for 3ev, a web development agency based in Hove, UK. In my role as Producer I worked with a variety of clients, from start-ups through to large corporations, delivering a wide range of projects each year.

After graduating I began working as a web developer, writing front and back-end code on projects for clients such as The Economist, EMI Records and Heinz.

In 2010 I took on the "Digital Producer" role at 3ev. My role involved:

- Working with clients to gather requirements
- Designing the user experience (UX) and producing wireframes
- Writing the functional specifications
- Managing the design and development team
- Often liaising with third-parties
- QA testing and handover

I love owning projects and leading teams from start to finish, exceeding clients' expectations. I firmly believe a project's success is all in the detail.

# Skills

## **Project management**

Liaising with clients and stakeholders; managing design and development teams; managing budgets; working with third-parties; setting priorities; time management; resource allocation; QA testing and handover.

Experienced using and honing different methodologies including Agile, SCRUM and waterfall. I am familiar with several project management tools including Basecamp, Redmine, Trello, Taiga and Slack. A simple conversation is always a useful project management tool as well!

## **User Experience (UX) design**

Requirements discovery; sketching; prototyping; user journeys; information architecture; competitor analysis; data-driven decision making; requirement definition; functional specifications; A/B and multi-variant testing; mobile-first design.

I work with packages such as pen and paper, MyBalsamiq and Sketch for wireframes and InVision for presenting prototypes.

## **Visual design and direction**

A good creative eye; working with brand guidelines; supplying constructive feedback and steering design direction; justifying design decisions.

Though not a major focus of my role, I have been called upon to produce visual designs in the past working with the Adobe creative suite and Sketch; previewing and collecting feedback on visuals using InVision.

## **Account handling**

Good people skills; confident and positive communication with technical and non-technical people both written and in person; assisting in writing briefs; managing client expectations; discussing new work and strategies.

# Key Projects

## Oliver's Travels

[www.oliverstravels.com](http://www.oliverstravels.com)

Back in 2007 Oliver's Travels was actually three separate websites: Simply Chateau, Stately Escapes and Simply Caribe - each listing holiday properties in France, UK & Ireland and the Caribbean respectively. As more countries were added it became clear to Oliver Bell and Ravi Sabharwal (the company directors) that they needed to bring each site under one umbrella, hence Oliver's Travels was born.

Initially I managed the migration from the separate sites to the main Oliver's Travels site, ensuring a seamless transition. An important part of this process was ensuring the site's traffic levels did not drop.

As the site grew several new features were added. I worked with a third-party A/B testing company to design and develop additional features based on results found through their testing. As the site continued to grow more complex it soon became apparent to me that a support contract was needed; I assisted in putting this in place and handing over support tasks to 3ev's support manager.

### **Oliver's VIP**

In 2010 Oliver's Travels commissioned 3ev to design and build a members area for the site, to be called "Oliver's VIP".

Alongside being responsible for the management of the project I also developed the wireframes for the site, working in close contact with the client and our technical lead.

### **Oliver's Travels booking system**

In 2014 3ev designed and built a back-office booking system. The project was highly complex, allowing staff to process bookings in multiple currencies. The booking system also needed to deal with complexities such as high and low rate tables, variations in commission payments and duplication of pricing details.

Analytics cover every aspect of the user journey, these are provided by the Salesforce CRM which we embedded into the system. Email communication with property owners and customers was integrated and automated. Inbound email communication from third parties was integrated directly into the CRM and booking process.

The booking system is still an evolving project with new features being requested and developed regularly.

Once again I was the project manager, responsible to delivering the project on time and to budget and, again, I produced the wireframes and functional specification.

#### **Key facts**

- Budget for initial site migration/build circa £60k
- Support contract of 100 hours per month put in place
- Budget for Oliver's VIP circa £40k
- Budget for Booking System project circa £100k
- Over 28,000 member accounts
- Site traffic is around 200,000 unique visitors per month
- Managed development teams between 4 and 6 people
- Worked closely with front-end designer

# Key Projects

## Interreg Europe

[www.interregeurope.eu](http://www.interregeurope.eu)

Interreg Europe approached 3ev to design and build a new site for their programme of the same name. I started with gathering requirements, sketching out user journeys before producing extensive wireframes, translating the client's brief through to a prototype. Once we reached sign-off on the wireframes I worked with 3ev's in-house designer to produce visuals for client sign-off, steering the designer in the right direction.

Initially the site allowed registered users to submit project ideas and request funding for them. Once the first round of project idea submissions had taken place the next step was to develop a tool to allow the owners of successful project ideas to build their own microsites for their projects.

I was responsible for owning the project, managing the time, budget and resources allocated as well as all aspects of UX. I also lead the designer when needed to ensure the UI stayed on track.

The project is 2/3 of the way through and so far proven a big hit with the client and the end-users.

### **Key Facts**

- Budget around €1m over three years
- Intensive UX/wireframing processes throughout the project
- Weekly catch-up calls with the client
- Extensive QA and user acceptance testing throughout the project

# Sing Up

[www.singup.org](http://www.singup.org)

Sing Up was initially a government funded website, the end goal being to promote learning by singing in schools across the UK.

AMV BBDO commissioned 3ev to develop the website on the open-source CMS, TYPO3. I lead the project, working closely with the team at AMV BBDO and their third-party UX and UI designers.

The site launched with great success in 2005 and now boasts a database with over 150,000 active user accounts and around 70,000 unique visitors per month.

In 2011 Sing Up's funding was pulled meaning they needed to monetise. The solution was to make the site a paid-for subscription-based site. I managed 3ev's in-house technical team and worked alongside the client's technical team to coordinate this switch. I designed wireframes with the client to outline the UX for the various types of user accounts and managed the time and budget for the project, ensuring it was delivered on time and to specification.

Following the deployment of the subscription packages the site was integrated with Sales Force CRM.

## **Key facts**

- Budget, over the years, ran well over £250k in total
- Worked in-house at AMV BBDO during the discovery phase of the project
- Carried out User Acceptance Testing (UAT) at schools in central London
- Support contract of 30 hours per month put in place

# Results

Here are some more examples of projects I managed:

- Guildhall School of Music and Drama - [www.gsmd.ac.uk](http://www.gsmd.ac.uk)
- Royal Holloway University
  - Staff site - [staff.royalholloway.ac.uk](http://staff.royalholloway.ac.uk)
  - Student site - [students.royalholloway.ac.uk](http://students.royalholloway.ac.uk)
  - Higher Online: [higher.royalholloway.ac.uk](http://higher.royalholloway.ac.uk)
- The Chemical Brothers - [www.thechemicalbrothers.com](http://www.thechemicalbrothers.com)
- LASSCO - [www.lassco.co.uk](http://www.lassco.co.uk)
- Judge Business School, University of Cambridge - [www.jbs.cam.ac.uk](http://www.jbs.cam.ac.uk)

# Education

## **Degree 2001 - 2004**

University of Newcastle-upon-Tyne, NE1 7RU

- Information Systems BSc (2:1)

## **A-Levels June 2000**

Steyping Grammar School Sixth Form, Shooting Field, West Sussex, England

- Biology (B)

- Chemistry (C)

- Design Technology (B)